Chapter 1

Career Choice – Concept, Scope, Significance and Research Methodology.

Part A: Concept Scope and Significance:

1.1 Introduction

Career choice is one of the most important decisions a student or a professional has to make. Whether that decision is to select a specialization, organisation or a profession, it should be made after careful consideration of the internal (including physical, emotional and intellectual demands) and external environment (which might include one’s suitability to the type of work). This choice is crucial as it shall drive what will be the individual’s daily schedule for the rest of their life. Furthermore, it will have a direct impact on their other aspects of life such as life style, self-satisfaction, work-life balance and quality of life.

The career choice decision is also difficult not just because of the range of career options available to an individual in the current environment, but having an adequate understanding of a career without getting into it. Too often, only after a person has made sustainable commitments in time, energy, and money or has cut off other opportunities by taking steps to enter a career, does he or she find that it is not what was expected or wanted.

Another difficulty lies in having a clear perception, occupational preference testing, guidance counselling, and experience in activities related to the career are all resources for making this choice.

Making a career choice requires getting in touch with ourselves and our surroundings. There are clearly two ways of looking at and assessing options. On one hand it is about intuition and listening to the heart, which helps us create a vision of what one wishes to accomplish in life and how we
influence the world. On the other hand it is about the evaluation of the inner-self and the environment and use the brain to evaluate what option is the most suitable one. The former evaluation is usually made in a relaxing environment both physically and mentally. The latter involves considering the pros and cons of each of the options that come from first part. Having a work-life balance involves determination and persistence while looking ahead and at the same time being not hugely critical of the past and enjoy the accomplishments and achievements.


1.2 **Concept of Career Choice**

Brown (2002) proposes career choice process to be the one involving evaluating individual’s abilities, skills and values in the light of the occupations available and how these align with the work values of the available alternatives.

Gottfredson’s (1981) Developmental Theory of occupational aspirations describes the affinity of individuals towards certain occupations. The concept of self-realisation is key factor in career selection as most individuals want to do jobs that tend to align with the perceived self-image they have. The key variables that determine or help individuals perceive this image are social class, ability, intelligence and experiences.

The basis of the Krumboltz (1993) Career Choice Theory (CCT) is based on the fact that humans learn significantly from their environment and experiences and how they have influenced them as an individual. These experiences and influences may include a family, teacher, mentor, a hobby or just observing others do a certain job. This eventually drives individual’s choice of career.

Research within career choices of occupational groups like healthcare professionals and accountants has been conducted (Carpenter and Strawser, 1970; Paolillo and Estes, 1982; Gul *et al.*, 1989; Bundy and Norris, 1992; Auyeung and Sands, 1997; Morrison, 2004; Aggrawal, 2008). Career exploration is very crucial topic when it comes to career choices. Self-exploration which is the exploration of the “self” and exploration of the environment which is environmental exploration are part of career exploration (Eddy et.al., 2008).

In self-exploration one explores one’s own interests, experiences and values to understand one’s own need and calibre for the career match. Where as in Environmental exploration; exploring the options in the market by seeking
information on organizations, jobs, occupations, and industries to make better career decisions is involved (Zikic and Richardson, 2007).
1.3 Scope of Career Choice

The combination of exploring of one self and the environment provide information about how the individual's skills and abilities align with certain occupations. This is often referred to as the Person – Environmental (P-E) fit. The combination of self and the environment inform the individual about how well the two align and this helps them develop the P-E fit and help advance their career (Ballout, 2007). The independent-self consists of key internal aspects such as abilities, motives, values and intelligence and they are unique to every individual. The individual then behaves in certain ways due to these characteristics. On the other hand, the interdependent-self learns from a social context i.e. the environment which is based on experience on observing others and experiencing others’ characteristics and emotions (Eddy et al., 2008).

In the UK career decision is getting good amount of media attention and further discussions are about how personal life and family are likely to influence it (Beauregard, 2007). These days the management graduates look for the job style which goes well with their social and personal life.

It is the interaction of many factors and complex relationships that bring out the career development. In this process the personal theories are being developed by the individual. These theories are being used to respond to the others around by the human being(Tanova et al., 2008). The rhetorical-responsive social constructionism given by the Shotter defines it as a way of acting and talking that can influence the action of the people. He finds that everyone writes their own individuality and interests as, knowledgeable, reflexive and socially responsible agents, which influences this crucial decision of career choice (Shotter, 1995).

Structural factors and the human agency both of these should be thoroughly studied and understood by the researcher before working on career. The structural aspect of individual hinders our understanding related to multi-
dimensionality and complexity if over-relied on, which is vital in the operation at all levels like individual, environmental and relational while understanding the career developmental process (Tanova et al. 2008). Özbilgin et al. (2005) describe the interaction between contextual factors and specific internal (individual) factors in the process of shaping the career.

The human agency and external and internal factors need to be understood and taken into account while studying the career decisionmaking process (Albert and Luzzo, 1999).
1.4 **Significance of Career Choice Decisions**

Recent research shows that the younger generation are working to live their life rather than living for the work (Williamson, 2006). Just because of that the term career anchors has emerged which can be defined as ones self-concept incorporating perceived career related talents, values, abilities motivations and needs (Schein, 1996; cited by Beauregard 2007). Broadly these career anchors are creativity, autonomy, security, stability, competency and independence. An employee always wants to balance between his work and personal life so that there is no need for him to keep hopping on the jobs for his comforts. Individuals also liable to get influenced from their families’ choices related to their occupational choices. Family also affect the decision to change their job or go for geographical transfers, or even to depart from an organization forever (Beauregard 2007).

The career choices is the decision in the individual’s life that is influenced by multiple factors which includes cultural values, family background, personal attitude and career expectations and many more. (Özbilginet al., 2005; Kyriacouet al., 2002; Ozkaleet al., 2004)

Career choice is the phenomenon which is very multifaceted and complex. Furthermore it is hard to understand and predict if there are number of factors that influence it in different ways. The occupational selection, or in other words career choice, has many competing theories but the best to understand is that it is the game between these three

- culture or the social world
- contextual factors of this structure
- Individual agency.

(Özbilginet al., 2005)
To answer this question that “why student choose to be........” in number of different fields like teaching medical and many other professions, numerous research studies have been carried out (Chuene et al., 1999; Dockery and Barns, 2005; Gallagher et al., 2008; Kyriacou and Coulthard, 2000; Kyriacou et al., 2002; Yong, 1995; Young 1995). Further the studies have been carried out to study even the specialisation choice decision in some of the degrees thinking that the result of these studies might help in employment opportunities (Aggarwal, 2008; Auyeung and Sands, 1997; Kim et al., 2002; Özbilgin et al., 2005; Swenson et al., 1993; Tanova et al., 2008; Sibson, 2011).

The role of supports and the barriers related to career in the SCCT (Social Cognitive Career Theory) model was studied by Lent et al. 2002 (discussed in detail in Chapter 3). They also focused on the factors important in the process of career development. According to him financial, instrumental and emotional support, together make the support system and on other hand, barrier is made of disapprovals and discriminations from the related people (Wong and Liu, 2010). In his other research he focuses on how the immediate surroundings of the student can influence him. These surroundings are comprised of friends, parents and can be the financial and social situation of the person (Lent et al., 1998; cited by Wong and Liu, 2010). The parental influences are the most powerful determinant in the process of career choice decision as there is a silent effect on the offspring’s intention for the career. The effect can be seen on the ways of actions, ways of achieving the goal and the final goals (Lent and Brown 1996).

Between 1980 and 2002 around 29 different journals, many with high quality of studies, related to the effect of family origin on occupational choice and career development. There are many studies which examined the influence of the parents on the career choice decision of their children. The vocational behaviour of the young child is being affected by one of the multi developmental context which is parental influence (Ferreira et al. 2006; cited by Wong and Liu 2010).
Scottish School Leavers Survey (SSLS) data highlights the major catalyst in initiating the choices process in students’ career

- around 2% students agreed that the main drives in the decision were only their parents and
- 21% agreed that their parents actually participated in making this decision of their career (Biggart et al. 2010)
1.5 Factors affecting Career Choice

Except a few studies there is very limited research done in the area of career choices of management students and the factors affecting the career choices of management students both in India and the U.K.

Therefore this topic is worth exploring as the management degrees are in demand as the skilled market is growing globally to have a managerial career in each field. There is very limited data related to the factors influencing career choice of students in India (Simmering and Wilcox, 1995; Moy and Lee, 2002; Sturges et al., 2003; Özbilgin et al., 2005; Pines and Baruch, 2007; Aggrawal, 2008).

Within the studies that have been done to explore the factors influencing the career choices of the management students, the three-dimensional framework by Carpenter and Foster (1977) and Beynon et al. (1998) is the most widely used model which describes three factors:

- Intrinsic factors, which include interest in the job and job satisfaction.
- Extrinsic factors, which include job availability and the scope and well paid occupation and
- Interpersonal factors, which include influence of family and other social and significant group.

(Aggrawal, 2008)

Evidence exists in the research area that shows that there are some other factors that influence the career choices decision of the young people which are widely known as political factors, economical factors, and socio-cultural factors (Aggrawal 2008). Bai (1998) also found that the values of the university management students who have the primary motivators like social interest, rated money and power while looking for job are being influenced by the market economy too.
The researcher now highlights factors from various sources in various domains/sectors and fields. These factors will then lead on to investigation of the management students in the subsequent chapters. As would be noticed the factors discussed are not stand-alone factors. They are very much linked to each other and hence the discussion of the factors is almost intertwined with the others.

**Relations as factor**

The relationships have been influencing the decision of career choice in one’s life. Human functioning has many dimensions and the relationship constitutes the major part of it. In recent years the interest to know and understand the relationship between the relationships and the career is been shown by the researchers (Aggrawal 2008).

Many investigations done within this subject focus on the aspect that the relations and your associations strongly influence your career mobility and progression. The role of relationships in forming the decision of career choices has been ignored for many years. So there is a need to do the research in this area and even explore further the different types of relationships that affect this decision and why and how.

The relative influence of different relationships and the importance of those relationships in making career choices like (mother, father, relatives, colleagues, etc.) need to be explored in management students (Aggrawal 2008).

**Cultural factors’ influence**

The thought process and the behaviour of the person are directly influenced by the culture he/she is surrounded by (Hofstede, 1980). Cultural values also indirectly have an influence the relationships which in turn have an impact on career choices (Auyeung and Sands, 1997; Özbilgin et al., 2005).
The first empirically measured I/C (Individualism Vs Collectivism) dimension, by Hofstede (1980), describes that every individual relates himself to other people, to the society or to the particular network of the individuals to which they have emotional and cognitive attachment. Hofstede’s empirical index explains the dimensions, developed countries like the UK, USA etc. group towards individualistic side where as Asian countries like Japan, Taiwan and India group toward collectivistic side. “Individualism” mentions the inclination of the person towards reflecting on own ideas and interest and thus place high value on individual actions and independence/self-reliance.

“Collectivism” mentions tendency of a person to include them as a part of some larger group and give values to the interests of that group and its group member (Aggrawal 2008).

Limited Research is investigated to find a link between differential roles of mentor, colleagues, managers or peers in career decision-making. But all related research investigates that there is a positive link between all of these (family, individualism peer relatedness and collectivism. (Benet-Martinez and Karakitapoglou-Aygun, 2003; Kwan et al., 1997)

Career orientation and career success

“Career success orientation” can be defined as the way the individual perceive the career success or in other way their success at work that reflects ones attitude, individual values and motivation both at work and social life (Aggrawal, 2008). For explaining the career choices the occupational perspective appears be very useful and important. Just because of convenience people tend to follow the same path more often. Majority of people stated the interest in and fascination to particular skill or job to be the main factor in choosing the career choices or occupational choices.
Impact of family values and work

Evaluative standards that participate in influencing an individual’s behaviour and decisions to achieve desire goals in the life are known as values. These days the concern is more on the quality of work life like flexibility in work, schedules and shifts, developmental activities rather than just counting the salaries, prestigious job title and status (Judge and Bretz, 1992).

In couple of research related to European countries the importance is given to the work-life balance. The young people chose their profession prioritizing both work roles and family roles and also wants to maintain the balance between both (Beauregard 2007).

Impact of expectations of work and family

In the career choices young people’s expectation related to how the work and family will be managed and balanced plays important role. Most young women consider the family responsibility while choosing the career and the job (Badgett and Folbre, 2003; Beauregard 2007). The study of high achieving girls in academic world reveals that both their education and career choices and plans are certainly influenced by the society so that they can care for their family in future (Marks and Houston 2002). So the girls go with the feminized profession like nursing and teaching so that they can maintain the balance between their work and personal life. In other research it has been found out that the girls studying in the male domination courses of specializations such as engineering or applied sciences were looked as to be unattractive matches to most of the men and their family (Seymour and Hewitt, 1997). So it can be said that that individual career choices decision or the occupation they pursue is being influenced by the tradition in the local society though this situation is mostly in under developed or some parts of developing countries (Beauregard, 2007).
The main reason chosen in the career path were work overload, incorporating families and leisure concerns in one of the study of Norwegian management graduates (Kolvereid, 1996).

The job pursuing intentions is also contributed by the anticipated support for the future family and work issues. The individuals will be more inclined towards to the jobs that offer flexible career path specially those people who are more inclined towards the family and the work-life balance (Honeycutt and Rosen, 1997)

**Work-life balance and career choices**

The barriers to the family commitments or work-life balance are anticipated by the individual that guide him in the decision of career choice and further which company to join in selected field. These companies thus enjoy great recruitment potential because of their employee support system.

Greenhaus and Callanan’s (1994) explain second stage of career development model where finally individual becomes insiders on the company and starts working there. In this stage every individual wants that the career they choose is working how they anticipated in work and personal life balance. It is very important for the young employee to have a balanced work and personal life both before and after joining work commitment with organisation (Sturges and Guest, 2004). After joining the work, 80% of them still reported to be maintaining the balance and still thought it to be extremely important.

In the third stage career establishment and achievement is targeted. In this hierarchical ladder is followed with lots of changes which undergo continuously Greenhaus and Callanan’s (1994). Many of young generation individuals have seen their parents still losing their job after long hours of job, good experience, loyalty to the organisation and lots of hard work with fulfilment of all commitment efficiently. This observation has made them to change their thought process. As result they are not willing to sacrifice their comforts, leisure and family time. This cohort believes to maintain proper
balance between both work and personal life and not just achieving career goals by ignoring family and social life (Beauregard, 2007).

Management trainees are so much mentally balanced that they keep full knowledge of the work and life balance barriers. They want to exert or exploit themselves to the fullest before they step into family life so that they can grow in the organisation and make full use of the time. Once their family commitment starts they work for reasonable hours and proper timed shifts and try to work which can not affect their personal life (Sturges and Guest, 2004). In this way they balance between early stage and later stage of their career and lead more balanced lifestyle. They know which time to devote to which world means work world or personal world and how to manage time for both the related parties. As they “work to live not live to work” (Sturges and Guest, 2004: 10).

According to Greenhaus and Callanan’s (1994) model in the third stage individual works at that level where his competency is demonstrated, he has a position and authority in the organisation. He has more access to career developmental opportunities now as he has authority in the organisation which as result increased network and opportunity search base. Opportunities not only on work field but also related to family and non-work commitments.

As family structure impacts career advancement of an individual so personal life should be well managed too. At the time of exploring career opportunities individual with family always prioritise that there should be very less chances of relocation for the new job as it is hard to uproot family from one place and then get transferred to other place, especially in that case where children are school going or partner is also working. In cases like that individual will want to have flexi practice in that company so that he have to travel to the base when-ever it is required and not disturbing the family.

Many changes in the working women work pattern are also noticed in the process of considering and choosing careers and also available choices for them (Marks and Houston, 2002). They seem to have more aligned approach
towards work and life balance. Rather than one aspect dominating the other. They believe to integrate their choices regarding and related to the work and their personal life (Sanders et al., 1998).

**Marriage and career choices**

According to Human capital theory by (Becker, 1975) on the role of marriage there are three theoretical perspectives which determine career advancement. This theory describes that men who are married got too many commitments than a single men especially one with children too. Married men especially with children go for the jobs of less commitment so that there should be less pressure on them from work side and they can successfully maintain the balance between work and personal life. For this decision they need to pay in less wages or salary jobs. Same in case of women, who got less commitment in their personal life are more successful in their career as they can choose jobs which need more time commitment as result they are paid more and their career graph goes on increasing as result to those ladies who got lot of commitments in their personal life like children, some old people to look after at home (Tharenou, 1999).

Other view in this is spouse support by (Kanter, 1977) which says that men who got spouse support can go for the more commitment and time consuming jobs as they got someone to take care of their family kids, old people at back home so they are stress free from one side and can get involved in their work commitment as much as they want to as compare to the men who are single or single parent as they have to maintain the balance between both equally as they need to do all their household chores and other personal commitments for themselves. But this spouse support view gets little inapplicable in the cases where the spouses are working too especially for full time. In many research it is been seen that women are more likely to support their husbands or partners in their career by taking full charge of household and other personal commitments that going for their own career growth but if the pair believes that his salary will be enough for fulfilment of their demands. If pair thinks that there should be more finances for the family then the career
choices ads other career related decisions will be taken accordingly like both will work and balance between work and life equally (Tharenou, 1999).

Social expectations theory by Landau and Arthur (1992), had found the men as a primary earner of the family is believed to advance further in the career is believed by everyone in the family so he gets lot of support from every possible side. And as primary role of women is to manage family and other personal commitments and isthought in most of the countries that career should be their second preference in life. Even in the dual-career couples preference is given to the men’s career as compare to women’s career like if any time cut need to be made or change in work woman need to do that. Even in some research it is being found that male managers were offered more salaries and payments than female managers and the reason behind came to be that females cannot give their best as compare to males as personal and family life to be their first duty their mind is somewhere there and not at its best at workKirchmeyer (2002).

In the research related to marital stability and career advancement found that married men were highly paid and on high positions and their career graph rose very steeply as compare to single men and when the same study made on women there was no significant difference seen in the earning and position of married and unmarried women(Han and Moen, 1998).

Tharenou(1999)highlights that men who have a stay-at-home wives progress further in their career as compared to married men with both partners working. It is same in spouse support theory same here single men has no support to for his household and personal commitments so they can’t put their full percent at the work. Spouse support theory at other end describes that single women are more competent and successful in their career and at work as compare to working mums or working married women as single women has no household commitments so they focus fully on their career and being a women they cope up their day to day house hold chores very easily rather than like single working men lack behind due to personal or household commitments. And where married working men are more successful at their
work on same hand married women are not that fruitful at work due to their personal commitments. Main reason behind is that single women can devote her full time or as much as she like for the job but married working women cannot devote as much time as single women due to her other commitment and if the married women is mother too then her time gets more bifurcated.

Married women can enjoy better career and full advancement in her career graph if her husband or partner is not employed or is working from home for some part time job commitment Some of Tharenou’s (1999). This means that men can provide full support and resources for their wives as they have no external job commitment or they are not much and time demanding. Assuming rest everything is supporting then spouse or partner is preferable than to be single if it come to be successful career and career advancement. The reason behind can be any of these conforming social expectation, spousal support or better financial support. So in every sense married men enjoy better progress in their career and personal life as compare to single men.

**Family influences and Career Life Cycle**

Influence of personal life and family on career choices id getting lot of attention through media these days. (JP Morgan Fleming, 2003). Preference of the graduates is that there work style should be matching their life style so that in future there are minimum chances of disturbance. Employees younger than age 40 and both from generation X and generation Y puts family in priority. These days’ individuals as an employees want to work for their livings rather than living for working. (Williamson, 2006). Career anchors of an individual can be defined as his self-concept which joins career related talents, motivations, values, needs and abilities. (Schein, 1996). These five main career anchors creativity, autonomy, security, stability and independence fits in all these technical, functional and managerial competences. Life style has major role in selecting career anchor and values and does not move frequently. Many researches have shown that life style
has been identified as major career anchor to make a balance between work and personal life.

There are countless ways in which personal life of an individual and their family affects his career choice which one is going to follow throughout his life. Every family and individual has his or her values, expectations and attitudes which keeps him influenced all through his choice related to his occupation choices. Many individuals in this generation have priority for the family over work which is all guided by family values. If talked about career opportunities that is the prospect an individual purposes and advances to grow in the organisation or the field chosen by the individual. Every individual wants that these work commitment to be impacted by family commitments and there should be flexible working practices which can help to maintain work and family balance. Not just in early stage of career choices but their life and work balance can affect the decision of the work in later stages too to change the job, change the entire field, sometimes change geographical places or leave the entire career and plunge. New employees of this generation want to combine work and life outside work world in perfect and comfortable ratio for all employees, family and organisations.

Greenhaus and Callanan (1994) found five career development stages. According to him career choice decisions of an individual if influenced both in present and in anticipation. Development of the occupational self-image is one of the task for the preparation of the work where and when individual analyse his strengths, weaknesses, values and preferences. Brown(2002) describes choosing a career is the attempt of the estimation of ones values, skills, efficiency and abilities required for particular career and to grow well in that career according to the career path individual has anticipated following throughout his life.

Family influence for the career choice of children or how to combine personal and professional life is also influenced by the occupational choices made by the parents and also how much time they give to both lives and in what pattern. These patterns followed by family members keep guiding children
throughout their career whenever they found themselves stuck in the same situations. Research by Corcoran and Courant (1987) has shown that most of daughters have chosen similar field or similar working style as her mother use to do in his work. In many culture these family influences is considered to be respect to parents or the family. As it is believed by every one that elder members or the parents have lot of life experience and even labour market, so all suggestions are always considered by the children and then choose their career path. Career is not that easy to change so in many countries children are themselves willing guidance from their family, teachers and other influential people in their relations so that they can choose which is best for them. In research also it is being proves that family values and attitudes are main or primary determined in the career choice of the individual (Corcoran and Courant, 1987).

Family influence patent itself unconsciously to the children in all their crucial decisions. Psychoanalytic theory says that in the occupational choice heritage of the family also plays vital part. Children are born and brought in that culture and seen every one working in particular area and also gets that in genies too like son of gold smith will be having some inculcated skills related to that profession. Being a part of new generation he might want to get a qualification in some ornament art and design and then pursue his career. This can be best examples of that situation where a dream is passed to the children by their parents. Occupation of parents can have both positive and negative effect on one side it can be like child want to be like his father or like her mother as they think them to be their idol and on other hand they don’t want to be absent either physically or mentally avoiding what they think was not right. (Pines and Yanai, 2001: 172)

Values and career choices

Values play major part in the career choices of the individual. They play a vital role to influence an individual’s behaviour which helps him to achieve the desired goals and desired aim in desired state (Rokeach, 1979). Values based information specifies that there are different types of values some
which strengthen the profile in the workplace and some help in the decision of the career choices process. Research shows that these values are shifting more towards the work and life balance which shows concerns for the flexible work, easy cooperating schedules, respect for non-work activities organised by the company stress free work and life balance rather than prestige job titles, high salaries and demanding work hours as factors that define the career success of the individual.

In European countries than other part of the world work and family balance is of high importance that any other achievement in the career (Lewis et al., 2002). In the America the research found that employees prioritise their work and life balance influences their occupational choices (Lewis et al., 2002). This help then to place work and personal life on same value rather than one or other. But these career choices shift influenced by the values etc. is mostly stuck to the western world. One of the research in china shows employees do not show their concern on the work and life balance the reason discussed came to be the population of ample supply of the labour on that country. And employees there do not choose the career or the job that allows lot of time for non-work activities and interests. (Shenkar and Ronen, 1987; Bu and McKeen, 2001). Thought and values there shows that duty is higher than enjoyment and indirect help family to enjoy life and affect their well-being and standard of living Bu and McKeen (2001). These values were formed due to people seen their predecessors with lack of the opportunities and lack to excel due to many reasons of economic and political factors, so now employee at every level wants to work wants high profile job, big fat salaries at any cost though that is theirs personal life or family life. Hui and Tan (1996).

There is very small number of employees those expect their work to adjust according to their family life and these employees are from new generation and some got some of theirs studies from western world that is why got some generational values changed related to work and life balance. These changes in the values happened due to influence of their friends and teachers during their exposure to the western culture.
Attitudes and values related to family and work balancing get influenced by number of factors, in which major are family origin and trends in the labour market.

In the high school the rate of students getting influenced by the family is much higher and has shown positive attitude to their family. (Sanders et al., 1998). This influence continues when real time comes of choosing career as maximum women are working these days so according to the experts time will come that children will be less influenced for their career by their family. Children will be structuring their own values and attitudes as the structure of the families is changing very rapidly or will be altering the values and attitudes they had developed in the family as part of it.

**Career advancement**

The employee needs to regard balanced lifestyle not just at the start of work but after starting their job as well. Most of them have been found still considering this decision of maintaining of balancing work and personal life (Sturges and Guest 2004; cited by Beauregard 2007)

Over two decades the young generation is seeing their parents getting very less reward and even facing the corporate restructuring followed by job loss even after lots of hard work, long working hours no flexibility in the job pattern and loyalty and as the result new generation is not ready to make all these sacrifices again in term of family time, quality of work life and leisure of the life for the sake of earning (Loughlin and Barling 2001). Advancing into positions is no more any attraction to the new generation employees rather than they prefer work-life balance (Beauregard 2007).

In the early stage of the work the graduates wants to exploit themselves to the fullest with long working hours and heavy workloads but this is very short term process later they always wanted to maintain the work-life balance for long term it does not mean working for less time but according to the managed time according to Sturges and Guest 2004 (cited by Beauregard 2007)
Career advancement can be obstructed by family demands and structure, sometimes in dual earned give priority to the family rather than uprooting spouse/children it can be sorted by flexi working practice or family leave. Decisions related to expatriate assignment are too highly influenced by the person or family (Greenhaus and Callanan's 1994). Even access to the future opportunities get constrained by the family and the non-work commitment in number of ways like restricting job search field and even area, its timings, and many more. (Beauregard 2007)

Impact of Children on career advancement

Commitment towards family especially children impedes career of women. Stoner and Hartman (1990) describes that career strategies need to be worked if working couple need to have children that how the adjustments will be made from both side. Research shows that 80% women believe that their career has been spoiled or was hindered because of their family and children commitment. Having children was associated to great progress for the men and great loss to the women working in same company. This is just due to different role of the both in their personal life as women first duty is believed to be managing family and home. Where men arose in their career because of they were in eustress to make more money for better future of their kids.

On the other hand women need to quit the job to look after the kids and family. Even in the work life it is been seen that after having kids increase in the pay or the salary was being seen or in other words working men with kids were paid more. But for women the working women with kids were paid comparative less that the women who have no kids and even more if they are single. Kirchmeyer (2002). Bulk of child care, family and other household responsibilities was the main reason for this partiality for the women as they need to be more intensive for all these duties than men. (Vanier Institute, 2000). So where men are thought to be ‘stable family man’ and eschewing their responsibilities towards kids. On the same women energy mind and time
thought to be diverted from work to the kids and responsibilities related to them though contributing less at work.

It has been proven that women of preschool kids are not able to work as single women or women without kids and even do not have sufficient time and energy to devote at the work (Stoner and Hartman, 1990). Whenever new addition to the family in form of kids happen any one of the parent need to reduce the working time and keep their career goals to the side, in most cases women need to quit. But the reason behind is medical somewhere too as after delivery she need some rest and need to nurse the little baby if the baby is breast feed (Becker and Moen, 1999; Han and Moen, 2001).

Many working women agreed to that their career was spoiled not just because family and kids’ commitment but also the pre-assumption of the managers or the organisation management that they are not going to be that efficient at work. As result new working mums were excluded from after work meetings and extra work commitments by the management assuming that they won't be able to do that. Some companies have odd working timings or long work hours so the family commitments are seen to be obstruction for the work by the management therefore ladies who just started their married life and who can have kids in coming years are not preferred, as they are seen as an obstruction to the smooth running of the company.

**Flexible working conditions on career choices**

Person out of his family spends more time at the work place so the major issues that pop up are about the working condition of the job or in management language ‘quality of work life’. This issue plays major role in deciding the field one opts as his/her career. In terms of working style it is about place and time spent by the people who give value to the family and emotions. But 61% of HR experts believe that employees get reluctant to avail this practice as they think that this might linger on their growth or the promotion. Still, HR oriented people think that face to face dealing helps to
build the network, which further helps to the growth of the employee (Management Services, 2004).

The study done by Cohen and Single (2001) in the top five accounting firms revealed that the likelihood of leaving the firm is higher in employees participating in flexible working as compared to the ones that are not. The non-face-to-face practice like teleworking leads to the professional isolation which obstructs the professional development of the employee both by the experts and by non-experts like peer mentoring, informal learning, networking and dealing etc. mentoring (Cooper and Kurland, 2002).

In the developing countries the part-time work is always considered to be stigma and those employees are thought to be less committed to the work by all insiders and outsiders of the company unless huge progress in the work is being shown. So as a result person shows that this practice can obstruct his growth (Higgins et al., 2000; Raabe, 1996; cited by Beauregard 2007). In some countries the other thought in the society is that the flexi work is always opted by the ladies due to their involvement in the child care and family make up responsibilities so the men try not to participate in such practices so the avoid negative judgement from others. (Mueller and Yoder, 1997)

The above dissection was proved to be right in one of the study when the men employees missing from the work for caring their sick child were rated low as compared to the women employees who were absent for the same reasons in the firm (Butler and Skattebo 2000). Hence this factor plays major role in deciding the career or the job field by both the genders in different ways as if there is flexi work involved in the job or not. As on one side where the women will go for flexi jobs, on the other side men employees will avoid those jobs or the practices as an option and will try to be present on the work place during its job timings (Beauregard 2007).

Though these days there are many companies which are providing employees with flexi working which includes flexi-timings and flexi-place which are availed by many employees but still there are good numbers of
employees which do not want to avail these facilities. As they think if they will avail these facilities then that can hinder their career and the management of the company or the boss will not prefer them for the assignment. Research found that according to HR experts, employees think that because of no or less face to face contacts, other employees or the management feel that there is some sort of less effort from the side of that person (Management Services, 2004).

In similar research it was found that employees using flexible working are thought to leave company soon that those who are not using this facility. Electronic and teleworking are proved to be creating professional isolation, which restricts personal network, informal learning, peer employee mentoring and impedes career and professional development of an employee (Cooper and Kurland, 2002). Flexible working is always seen as stigma and employees availing it are thought to be less committed to the work and are not thought to be the best person when it comes to the promotion by the management. Most of the employees themselves think that employee availing this facility seems to be not very loyal to work and want to avoid work.

Part-time working in an organisation is considered to be leading to less commitment to the organisation so such employees do not get the same importance/value from the employers as the full time workers. Furthermore for the full-time staff as well, working reduced hours is usually not available, especially for senior management or professionals. Such staff is usually not looked as suitable for promotion as well (Higgins, et al., 2000; Raabe, 1996). This has led to an observation that staff considers working flexible/reduced hours as detrimental for their career progression and working arrangements within the organisation (Houston and Waumsley, 2003; Lewis, 1997).

Somehow being present at the work-place in most organisations is (still) considered as a mark of commitment, productivity and performance (Bailyn, 1997). According to Raabe (1996) organisations link time at work with quantity and quality of the output. This is based on the assumption that if managers are available for referrals, coordination, and control it will lead to better output.
The senior staff tends to look at staff who tend to work lesser hours or flexible hours or the staff who are not very visible at work place as less committed and less productive and hence less important (Lewis, 1997). This according to Burke (2001) leads to individuals working long hours and more visible as more committed and hence likely to considered for career progression routes.

**Turnover and career exit**

Some employees are far sighted so keeping their future prospects in consideration they always want to join those fields and companies which demonstrate support for their employees’ family commitments and their personal lives. So when they choose their career they look for those career choices which are more family friendly. If the job is not family friendly it will make them taking turnover for the organization and may be leave the stream forever. The companies which are family friendly makes the employee attachment and loyalty more towards them and intention of the turnover is reduced (Beauregard 2007).

The positive relationship is being found between the employees commitments toward the organization and the organization’s support for non-work responsibilities of the employees (Sturges and Guest, 2004). The employees who were provided full support by their supervisor for his family issues were reported with lower intentions to leave the organisation (Allen, 2001; Aryeeet et al., 1998; cited by Beauregard 2007). Very less negative career concerns emerge with the workers who get chance to avail flexible working practice and other family friendly programs (Allen, 2001; Thompsonet al., 1999)

In relation of women employees they always choose those careers in which they can spare ample time to the family especially when they have younger kids, this includes their maternity leave and other related leaves, so the employees get greater satisfaction and less intent to quit who perceive the organisations values (Lynesset et al., 1999)
Research has also proved that the employee retention and the provision of voluntary reduction of the working hours has a relation one more thing that adds up is that some organisations provide the financial assistance with the child care too. It shows that the organisation and the employee shares same values related to the family or the personal life and encourages the work-life balance both for the short term and long term. Therefore the people try to make their career more towards to these fields and organisations (Aryee et al., 1998).

**Career satisfaction and subjective career success**

Career satisfaction can be measured by the means of reactions to the career expectation and experiences like employee motivation, satisfaction and employees’ promotion leading to rewards like status, pay and promotion if looked from side of employees’ (Beauregard 2007). The employees expect something from his work life and family life and if these expectations are not met then this gap can drive an employee to the dissatisfaction and grievance like that if these expectations are met and there is no gap left then it can lead to the positivity in the employee leading to satisfaction, no-stress and confidence which will further lead to the organizational loyalty and performance (Beauregard 2007).

Kirchmeyer (2002) discovered that the women workers perception to the career success changes after having children, as they get more inclined towards their responsibilities for their family. Even some change in the performance is being seen in the male employees who face difficulty in balancing the work and personal life. The changes seen are like stress, dissatisfaction leading to low level of individual career success (Peluchette, 1993).

Thus it is clear that if the employee the career success it is very important that the career choice he/she makes in life should be done very carefully keeping his/her future in mind to avoid turnovers that lead to the career dissatisfaction. The other part of family effect is that the single hand earner employees are
always more stressed and dissatisfied as compared to the dual hand earner partners as the financial burden gets divided between the partners and the sense of fulfilment can be achieved very quickly with fewer efforts (Schneerand Reitman, 2002).

**Gender and Career Choices:**

If it comes to the self-actualization and to go for acceptable career choices, there is more scope and opportunities in the new labour market and especially within the same organisation for both genders without any bias.

The question of equality is the main driving force for the gender study especially related to work or occupation. It’s been seen from ages that women are categorised in for different work and men in different jobs and just because of these studies and training of both become entirely different. Where work for men is considered to be crucial for the family support on the other side work for the women is thought to be optional so the career stress is more on the career of the men of the males of the family. Different studies have found that knowledge or specific skills are not related to the career and occupational choice of the men but the consequent behaviour, belief and attitude are the main reasons behind the this gender differentiation.

Skills, competency and education showed way less influence in this study as compared the belief, behaviour and attitude which was all over in the society and was regulation the participation and prohibition of the men and women in different sphere of life especially work. There are some points which effect the gender differentiation in the career choices:

- Women need to be employed in the service sector so that any industrial event like staff reduction, lockouts, strikes etc. may not affect the working as they seems to have smooth and stress free work.
- Women are getting good education now a days because of the changed structure of the family which lead women to have good career path and position leading to good career life or occupational life.
• As there are lot of changes in the labour market related to the gender segregation so it on other side opens gates to men to join service, education and health related fields which were mainly owned by the women. So it can be said that changes in the labour market can have both positive and negative effect for both the genders. So all in all grabbing a job is all related to the skills competency and efficiency of an individual.

Individual’s expectation of how he is going to balance personal life and work in future somewhere influence their career choice. Women consider this factor the most as physical presence commitment towards family and kids is more for woman than for man of the house. In one of research it has been found that there was social pressure on the education and career plans of the girls for their future as everyone expect them to care for the family first and after that give priority to the work (Marks and Houston, 2002).

Even in their dating and marriage proposals it is being seen that what profession is she and is that going to work with family life or will she be able to purse oth with a balance. That is why in many countries girls with either part time work or girls into teaching or other flexible work are preferred. This is why some sectors became male dominated and some female dominated. Male dominated sectors include science and technology, construction and electric engineers and female dominated sectors include nursing, teaching and banking etc. Therefore this is pre-decided by the family that in which professions a girl can go so that she won’t face problem in her future. In the other survey of the attitudes most young men reported that women in disciples like engineering, applied sciences and other male dominated streams are considered to be unattractive due to the future commitment women (Seymour and Hewitt, 1997).

Badgett and Folbre (2003) in their research found that individuals who are not from traditional gender occupation stream were rated as less romantic partners. This disadvantage in social circle and reduced chances to have smooth and romantic life moulds individual’s self-career choice towards the occupations which are gender defined in term of roles. These penalties also
restrict individual, especially women in other related career decisions like demographic area, seeking of further opportunities and further development in the career (Tharenou 2003).

In case of men who had chosen self-employment found to be unattractive to the women due to heavy work load imbalance which seems to be barrier in healthy personal life to them. Even the anticipated support physically and mentally seems to be less by self-employed men. This acted as a deterrent in choosing self-employment to the men. Honeycutt and Rosen (1997) found that individuals who preferred family and work life balance are more inclined to the company jobs especially in those companies who offers flexible career path with flexible working style.

These policies of company act as proxy for the organization to attract sensible employees who know value of both company and personal life. As it is being proved, employees who had satisfied and stress free personal life turned to be more productive and efficient to the company. This theory is also the same vice versa that employees having good and comfortable work environment turned to be less stressed and as result give nice stress free life to the family. Casper and Buffardi (2004) found that companies offering flexible work schedules and dependent care assistance employees are more loyal towards their company and the turnovers of employees is really low.

Lundgren and Barnett (2000) observe that majority of those working reduced hours are women and this is due to their greater involvement in household activities and looking after the children. Butler et al. (2002) confide in this observation and further add that they are more likely to go for ‘family-friendly working practices. This then relates to them having less bright career opportunities or career growth as compared to men.

Mueller and Yoder (1997) observe that men also being involved in such practices can have detrimental effect on their career as this might be considered to be against their gendered social norm. Therefore, men according to Powell (1997) are reluctant to participate as they fear being
perceived to be deviating from being the bread-winners, which is socially stereotyped with male genders. This observation was confirmed by Allen and Russell (1999) in their research discovered that men taking parental leave of absence were not likely to be considered for rewards by the organisation as compared to the ones who did not take it. In another research by Butler and Skattebo (2000) it was observed that men who missed work due to sick family received lower performance ratings and less likely to be recommended for bonuses as compared to women taking the same leave.
Figure 1.1: Factors influencing Career Choice (Created by author from previous discussion)
Part B: Research Methodology

1.6 Significance of the Study

The concept of the career choice can be unfolded if the both key components can be studied that means career and the choices. The career is the target and the focus of many studies (Hughes 1937 and Goffman 1968; cited by Özbilgin et.al. 2005).

The objective and the subjective processes together make the concept of the career choice. The objectivity describes the availability of the alternatives and the subjectivity describes the act of preference. But to understand the concept of career choices then it is crucial to understand the dynamics of choosing a career. To study different career routes available and the preference of an individual to choose one of those choices. There is always supply and demand of particular skill, so to forecast that when the duration will be completed of the course and the individual will be ready to serve the market then there will the demand of the same skills he has been getting skilled at. (Özbilgin et.al.2005)

Issues affecting to the management study and the meaning of studying career choices of management students both form the subject of the study. Management barely has history of just two decades. There is extraordinary nature of the management study as it has global popularity with over 100,000 students pursuing management degrees every year worldwide (Wong and Liu 2008). The related research like motivation to undertake management study and the process and keys of the management studies have been carried out in the western European and the North American areas. The key competencies that the management degrees provide are motivation, knowledge, skills and confidence and many more which are all necessary for the work. As the management degrees are necessary and vital for many careers these days (Sturges et al. 2003), so it is very important to study the career choices of the management students.

Management degrees have many benefits at-most it improves one’s human capital, and improves their career prospect and employability. It gears up their career advancement, built their confidence in themselves and might facilitate career change
that’s why many management thinkers suggest studying this area (Wong and Liu, 2008).

One of the research in the UK shows that during the management degrees the female students achieved self-confidence leading to the career success and on the other hand the male got rewarded with better occupation, better job position and better pay scale (Simpson 2000).

Furthermore, many students do not start to assess ‘real’ career opportunities until fairly late in their education. Some students do not consider alternatives as they are either not aware or are very strongly influenced by other students/peers. This study would give individuals, parents, educators and the industry an idea as to where students place their trust in career selection process and how this is different within UK and Indian context.
1.7 Selection of the Topic

There are couple of independent studies done in India and the UK but there seems to be no comparative study related to the career choices of the management students between India and UK. Therefore the main motive of this research is to find out the difference between the career choices decision of the graduates of the UK and India. As both the countries are very different in their culture so the influencing factors will work differently

In India the culture is still little closed in the backward areas but the metros and the big cities are open. The culture of India is very influential for the family side kids believing that the parents and other elders in the family have lot of life experience so they can suggest the best career to them thinking the long run or the future in their mind.

If it comes to the teacher the culture teaches that the teacher is considered to be “the Sage” or “the Guru” who is so respectful and even used to be worshipped in old days. So in the career choice decision his role can be very influential in this country.

U.K is fully developed western country the thought process is very different everyone is free to take one’s own decision. The career choices decision in this country is the result of the demand of the market if this decision is being influenced then it is the friends mostly, as the student wants to be in his comfort zone while looking for the work, The effect of the parents and other family members is also seen but it’s just up to the suggestion line, the teacher influence is also be seen but in just some areas as the teacher is considered to be “the Guide on the Side” in this country.

The research can show the effect of the thought process of the developing country and the fully developed country on the one of the very important decision of the student’s life. Both the countries have their positives in their culture but the results can really clarify the real and the strongest affect from both the cultures.
This research could prove to be very useful for both the countries as the best of the both cultures will be identified and work can be done on the weak areas for the better career decisions and better future of the students.
1.8 Objectives of the Study

The comparative study of the two countries will be done related to the career choices of the management graduates and also the analysis of various theories and models and factors influencing the career choice among the management graduates in both the countries. Furthermore the process of career choices will be studied to make some suggestions for the future counselling in this crucial decision of their life. The main objective of the study is in following four points.

- To study the concept of career choice among management students in India and the UK.
- To analyse various theories and models and factors influencing of career choice among management students in India and the UK.
- To analyse the factors influencing of career choice among the management students in India and U.K.
- To suggest measures for providing career counselling to management students for making better career choice.
1.9 Assumptions and Limitations of the Study

Like any other research this study had its own limitations. The first one was the sampling technique. The study could not cover all management students within UK and India due to volume. One could not use probability sampling either due to above reason and additionally not all universities that were approached were willing to share information or allow access. The other reason for this was the both time and financial constraints. The author tried to make the questionnaire available online as well to cover wider audience. The researcher had to restrict to one city in UK and one city in India.

The second limitation is the sample size itself. The number of universities/colleges offering management courses is limited in Cardiff as compared to Pune. Due to this fact the numbers of responses from UK were less as compared to India.

Thirdly, the author intended to use mixed methods approach but due to geographic distances and lack of access mono-method approach had to be adopted. In order to enhance the validity of the findings the research did triangulate the data findings with the literature to cover limitations of mono-method approach.

Finally, as the numbers of factors that influence career choices are too many and too complex i.e. they are very closely inter-related, the research could not investigate all the factors. The key factors, which were considered to be significant from management students’ perspective, were considered. These factors were identified at the literature review stage of the research.

There are certain assumptions as well for the study:

- Students are keen to have control on their career choices.
- At some point before/during their studies they have considered the issue of career choice to be one of the most important factors in determining their future.
- The respondents of the questionnaires gave honest and informed answers.
1.10 Hypotheses of the Study
The vital part of every research is the hypothesis which gives the frame to the study, so it is very important to understand the word hypothesis first. According to the Merriam-Webster's Learner's Dictionary the Full Definition of hypothesis is:

- “an assumption or concession made for the sake of argument: an interpretation of a practical situation or condition taken as the ground for action
- a tentative assumption made in order to draw out and test its logical or empirical consequences
- the antecedent clause of a conditional statement”

A good hypothesis is which

- Clearly states in appropriate terminology;
- testable;
- relationships between variables is stated;
- Focused in scope.

Hypotheses are of different types simple, complex, empirical, null, alternative, logical and statistical hypothesis. The proposed study is based on the following hypothesis one which is null hypothesis and other is alternative hypothesis.

- \( H_0 \): There are no significant differences in career choices and in factors (potentiality and placement) affecting among the management students in India and the U.K
- \( H_1 \): There are significant differences in career choices and in factors (potentiality and placement) affecting among the management students in India and the U.K
1.11 Work plan of the Study

As management degrees are expanding, there are lot of branches of management stream to be explored with further related parts of it. The study is restricted to the process and factors influencing career choice among management students only.

The process of career planning and development of the career are not included in the study since the study focuses only on management students it cannot be generalized to career choice among the student community in general.

The study is limited to the city of Pune in India Cardiff in the U.K. As such the findings from the study cannot be generalized to the entire population of India and the U.K. The research part done in India does not include every course related to management in those institutes. Same in the U.K Cardiff area only two universities management related students are studied and not all courses are being studied in the research which can be one of the limitations in this research.
1.12 Scope of the Study

As mentioned in the previous section the researcher had to define the scope of the study in order to make it doable. From a topic perspective the study concentrated only on career choices amongst management students. The scope had to be restricted to two cities in the countries of study. This was done in order to keep the costs of the study within limits. The study concentrated on Cardiff in the UK and Pune in India.

1.13 Statement of the Problem

Having been within the management higher education for a few years and furthermore a student of management as well the researcher was always intrigued by the percentage of students opting for management qualifications. Management qualifications are amongst the most sought after courses world-wide. The key reason behind this is that they are not sector/size/geography specific. The management concepts are easy to translate across cultures. Furthermore organisations are becoming more and more international so domestic cultures and organisational cultures are merging. Once you have a management qualification you qualify to choose careers in various sectors, geographical locations and size of organisations.

There is no set process involved in making career choices for any individuals but there are factors that influence these choices. The range factors as highlighted earlier can possibly fall into three broad categories proposed by Carpenter and Foster (1977) and Beyonet al. (1998), which are Intrinsic (interest and job satisfaction; Extrinsic (job availability, scope and salary) and Interpersonal (family, social influence etc.). Another research categorises the influence into three categories of environment, opportunity and personality.

During initial investigation it was noticed that some students do not begin exploring career possibilities even after graduating. Before graduating students do not even consider enough alternatives in career selection to justify making informed decisions. Culturally the two countries under investigation i.e. UK and India are very diverse.
The employers could examine where, why and how to invest resources to train and educate students. If career planning is implemented in within universities the students are more likely to follow a career plan and at the least make a better informed decision. The findings of this study could be used to inform sources of influence such as parents or mentors to counsel and discuss with students and come up with a comprehensive career plan. Therefore this study is likely to make significant contribution to the students, the influencers and the employers. Hence it was considered to be the area of investigation for this research.
1.14 Type of Data

Management research has been facing a lot of controversy over years about the most appropriate approach to its study as an academic discipline. There are different thoughtstowards management research and different approaches to research methodology within management research. The big divide is between scientists and the social scientists, which are considered to be the two paradigms of research. Management research falls somewhere in the middle due to both aspects involved in running organisations. There is no one best approach for management research due to the number of variables involved and complexity of their relationship to each other and the subject and the problem itself. This has thus led to proposing an approach referred to as the Third paradigm, which is referred to as the pragmatist approach. This involves a compromise approach based on options and available resources to decide the appropriate research methodology.

Gill and Johnson (2010) support the above observation by stating that Research never follows a clear-cut sequence or a pattern but it is a complex process of interaction between the conceptual and empirical world. They further add that in research induction and deduction could be happening at the same time. Any research study might not have clearly defined sequence of procedures, but it is likely to include things like:

- identifying the research topic,
- defining research problems,
- determining the way of conducting the research,
- collection of research data,
- interpretation and analysis of the collected data
- and finally the writing up and dissemination.

Each method of research design has its own advantages and disadvantages and at the same time there are different options of data that can be collected and analysed for a research study.
There were two types of data used for the research; secondary data and the primary data.

**Secondary data**

In describing the core elements of management research, Gill and Johnson (2010, p154) stress the importance of in-depth comprehensive review of the existing literature to the research process and describe this to include, “...a critical review which demonstrates some awareness of the current state of knowledge on the subject, its limitations and how the proposed research aims to add to what is known.”

In order to formulate the underlying research questions to be examined and further development of specific research methods to be used in data collection, it is crucial to conduct a comprehensive review and critical appraisal of the relevant literature. The literature review for this research involved systematic searching of a number of academic databases such as Business Source Premier along with online sources such as Google Scholar using a list of key words and phrases. This provided the research almost all key resources and materials that were broadly linked to the current study in hand.

The relevant articles, journals, books and other texts obtained through this comprehensive search were analysed, annotated and classified. Most of the sources used for this research were peer reviewed and scholarly. Once the article/text was found, the author read it and highlighted the key sections relevant to this study. The sources were then indexed (numbered) in line with the headings and sub-headings within the thesis. This was done so that the articles that were relevant to specific section being written were only evaluated rather than all articles. The reference list and bibliography of the articles was also used to lead onto further sources of literature which could be relevant to the study. This literature review was an ongoing process right through the research and was continuously updated as additional relevant material was published.

Review of the literature highlights gaps that currently exist in knowledge and thus identification of the aim and objectives of research.
Primary Data

The Primary Data is “data collected or produced by researcher specifically to address the research problem at hand” (Malhotra et al., 2012, 40).

The research uses survey approach to investigate the career choices amongst the students in India and UK. The method of conducting the survey was a questionnaire. The questionnaires were chosen as the method due to the following reasons:

- This allowed the researcher to target a sample within the population for conducting the research i.e. colleges/universities based in Pune, India and Cardiff, U.K.
- It gave the researcher to enhance the external validity of the findings by covering wider number of respondents.
- It was considered to be a cost effective way of collecting data from wide number of audience in a timely manner.
- The results allowed comparisons to be made between respondents and across questions.

In most cases the questionnaire was self-administered. The key advantage of this was if any respondent did not understand any question then clarification could be sought on the spot and also it is more likely to have better response rate and also the chances of incomplete questionnaires are reduced. According to Nardi (2006) highlights that questionnaires can be distributed to large number of participants in one location, such as a classroom. This is what was done for data collection. On several occasions the researcher approached the lecturer conducting a class to give first/last 10 minutes of the lecture for data collection for the study. This was clearly the most cost effective and less labour intensive for the sample size selected for investigation.

Statistical analysis of the responses to the survey was done using SPSS and observations were then made relating to objectives of the research.
1.15 Population

The target population was the students on management programmes within Cardiff, UK and Pune, India. The respondents were from various educational institutes in Pune. There are only two main universities in Cardiff so the management students here were approached for the data collection.
1.16 Selection of Sample

The research design is used to justify decisions and choices relating to research Procedure (Sekaran, 2003). The five aspects i.e. the research purpose, theoretical framework, research questions, methods, sampling strategy need to align based on the above justification. As highlighted above questionnaires were used for this study as primary data collection method. The questionnaires were distributed in two geographic locations, Pune, India and Cardiff, UK.

The researcher approached the core course lecturers in both locations and requested access to the lecture/seminars. The research was introduced in the beginning and the questionnaires were distributed in the classroom. The participation in the research was voluntary. Clearly the number of management institutes and therefore students pursuing management courses in Pune, India was significantly higher than that in Cardiff, UK. Therefore the volume of responses in India was more than the responses in the UK. Convenience sampling was used when choosing colleges in India. The researcher had to rely on personal contacts to gain access into colleges. For UK there are only two universities based in Cardiff so both were approached and data collected from management students at both universities. The researcher approached each of these classes twice in order to enhance the number of responses.
1.17 Details of Questionnaire

The questionnaire used was anonymous. The first part of the survey was used to collect the demographic information about the respondents. The information about the course of study and specialisation if any was recorded as well. The reason(s) for selecting specialisation was also investigated. The educational information about the parents and siblings was also requested.

For the latter part of the questionnaire the respondents were asked to scale some standard career choice decisions based on the influencing factors emerging in the literature. There were 22 such statements measuring how individuals identify their ideal career. The researcher used 5 point Likert scale for the same ranging from Strongly Agree to Strongly Disagree. Likert scale is one of the more popular measuring instruments for measuring attitudes. According to Oppenheim (1966) it offers a reliable ‘rough’ ordering of people with regard to particular attitude or assertion. The statements used for Likert scale were carefully designed to be free from bias so that the results are clear and free from error. The survey was designed so that it could be completed in about 10-15 minutes.

A pilot run of the survey was conducted both in India and the UK with some random students who were not a part of the study sampling frame. The result and feedback from the two pilot runs was then collated and the finalised questionnaire was then circulated. The questionnaire used for both India and UK was almost identical. The only change was the language of instruction where Welsh language had to be added for UK. The respondent filling the questionnaire and returning to the researcher physically/email was considered to be voluntary informed consent for involvement in the research.
1.18 Analysis of Data

Prior to starting the analysis of the data, the steps suggested by Kent (2001) were followed. These include, editing, coding and entering data into the analysis package. The editing was done to confirm completeness and accuracy of the responses. Each valid questionnaire was then coded and the participants’ coded responses were entered into an excel spreadsheet. This was then transferred into the analysis package, SPSS. Another check was done to ensure all data entered was accurate and ready for doing the analysis.

The analysis was divided into two categories, descriptive statistics and inferential statistics. The descriptive statistics were used to highlight the demographic variables. The inferential statistical evaluation started with factor analysis of the 19 variables related to career choice (The Kiser Mayeir – Olki measure and Bartlett Test of sphericity were used to test suitability and feasibility). This was then followed by total variance evaluation (Eigen value) and scree plot. Finally Independent samples test including T-test for equality of means was used to investigate significance of the difference between the variables for two groups.
1.19 Layout of the Thesis

Chapter 2: This chapter highlights the literature evaluated for the research. The chapter is divided into four sections, the first reviews couple of books that were related to the choice. The second section presented the discussions from key articles reviewed. The third section highlighted previous research in the area and finally other studies related to current investigation were discussed.

Chapter 3: This chapter is mainly discussing various theories of Career Choice. This included overview of various theoretical approaches to career choices, which were broadly divided into psychological theories and sociological theories. The chapter further highlighted other theories which tend to have an influence on career choices.

Chapter 4: This chapter provided data collected through questionnaires from both UK and India. The chapter was broadly divided into two sections. The first one presents the analysis of descriptive statistics and the second section delved deeper and presented findings from the inferential statistical analysis.

Chapter 5: This is the last chapter and concludes the current thesis. The objectives of the research are revisited. Major findings of the thesis are presented. Some suggestions are highlighted that come out of the thesis. The chapter is then concluded by revisiting the limitations and suggesting scope for further research.