

Millennial's career quest: A study on the career preference of Business graduates in Bangladesh

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Abstract - This paper attempts to investigate the career preference and factors influencing their selection of millennial talents in Bangladesh. A descriptive study was designed and carried out among 411 business graduate students of several private universities in Bangladesh. In this study, we use Descriptive studies and chi square test. Data analysis was done using SPSS 23 software programs. According to the level of preference scores computed for each career preference, Banking had the highest level of preference of 30.2% and FMCG had the lowest score as 0.7% of preference scale. Among factors which influenced the career preferences, Economy and prestige 35.08% scored high followed by factors family influence 19.7%, personal interest 14.1 %, lack of job information 12.9%, job security 10.2%, career prospect 3.9%, working condition and environment 3.4%. The findings had uncovered that there is a significant association among career preferences and decision factors. And career counseling can positively affect career preferences of millennial talents.

Subject Descriptors:

Higher Education; Research Institutions I23
Business Administration: General M10
Human Capital; Skills; Occupational Choice J24

Key Words: Career preference, millennial talents, gender, business graduates, career counseling.

1. INTRODUCTION

Each person is unique and different as such their dream, power, skill, expertise as well as career also different from one another. A career is an individual's journey through learning, work and other aspects of life, Desslar (2009). Several studies unearthed that millennials will soon come to dominate the workplace and shape the future of organizations. Millennials have gained much attention since the generation first entered the workforce, Marston, C. (2009). Compared to their predecessors, Millennials are viewed as having a fundamentally different outlook towards their careers and employment experience. They have wanted to quickly progress up the career ladder, either within their own company or with an organization offering this opportunity (Sheahan, 2005; Twenge, 2010).

Millennial generations are likely to communicate an interest in flexible career paths because their priority is work-life balance (Carless and Wintle 2007; Smola and Sutton 2002).

Ott et al. (2008) found that millennial talents desire a work-life balance that will allow them to balance play with work. To achieve this balanced work life, millennial generation needs to select their career carefully. Several studies showed that this generation all over the world is usually faced with a dilemma in making a career choice decision in their lives, (Cherian 1991, Bandura et al. 2001, McMahon and Watson 2005, Macgregor 2007, Issa and Nwalo 2008, Watson et al. 2010; Myers & Kamyab Sadaghiani, 2010). In most cases, the choice of careers is a nightmare for prospective undergraduate students (Issa and Nwalo 2008). Most often, choosing the right profession can make the difference between enjoying and detesting the career in future. (Bandura et al. (2001) & Watson et al. (2010) stated that each individual undergoing the process of making a career choice is influenced by such factors as the context in which they live, their knowledge and aptitudes, and educational attainment. Watson et al. (2010) found that boys aspiring more to investigative and girls more to social type occupations, and they found that 80 % of the total sample aspired to high status occupations.

In this regard, Dick and Rallis 1991; Jawitz et al. (2000); Southwick (2000) Mudhovozi and Chireshe (2012) have also investigated factors that influence career choice of young generation. For example, in their study of socio-demographic factors that anchor career choice among students in South Africa, Mudhovozi and Chireshe (2012) found that the participants were mainly influenced by parents, teachers and friends to choose a career.

Salami (1999), In his study of career choice, found that many youths made wrong career choices due to ignorance, inexperience, peer pressure, advice from friends, parents and teachers, or as a result of prestige attached to certain jobs without adequate vocational guidance and career counseling. Guerra and Braungart-Rieker (1999) have found that the family plays a critical role in a child's career development. Knowles 1998; Mickelson and Valasco 1998; Otto 2000Mau and Bikos 2000; Wilson and Wilson 1992 also have found that young adults cite parents as an important influence on their choice of career. Kniveton (2004) Small and McClean 2002) depicted that the family provides information and guidance directly or indirectly and influences young people's career choice.

The specific purpose of this study is to find out the career preference and the reason of such career choices of millennial talents mostly who are currently enrolled in

business graduation courses of different universities in Bangladesh. The result will be helpful for educators and policy makers to concentrate and facilitate the employability of millennial talents.

1.1 Millennial Talents: According to the generation theory, the Millennial generation refers to those who were born in 1980 to 1995, which has been variously labeled "Generation Y", the "Net Generation", "Nexters" and "Generation Me" (Twenge, 2010; Maimunah Ismail Hoo Shien Lu, (2014). The term emerged to differentiate them from the earlier generations of "Veteran" (1925-1945), "Baby Boomers" (1946-1964), and "Generation X" (1965-1979), each generation individuals were believed to have different personalities, attitudes, norms, values and career patterns (Sheahan, 2005; Ng, Lyons & Schweitzer, 2012). As workers from the earlier generations move towards retirement, Millennials graduated from college indicating that they are in the new generation who will be entering the workforce in various sectors (Juliano, 2004; Twenge, 2010). They are becoming a dominant segment of the workforce in the future 10 to 20 years. They seem to have weaker work ethic, a greater desire for leisure and less work centrality. They constantly seek approval, praise, validation and entertainment in the workplace (Twenge, 2010). They are tech-savvy and conformable working in sophisticated technology environment with instant accessibility and social networking (Juliano, 2004; Twenge & Campbell, 2012; Maimunah Ismail Hoo Shien Lu, (2014); Pricewaterhouse Coopers, 2013; Karen K. Myers & Kamyab Sadaghiani, 2010; Marston, 2009; Cara, 2009).

1.2 Research Objectives:

To find out the career preference of millennial talents basically this study have designed including the students of millennial generations within the age limits of 18 years to 26 years from different universities as respondents, and also to identify the major decision criteria influencing their career preference, the focus had been on:

- i. To investigate an association between the decision factors and career preference of millennial for their livelihood.
- ii. To study the age and gender differences with respect to career preference of the business graduates.
- iii. To explore the existence of association between career counseling and career preference of millennial talents.

1.3 Methodology: This study was conducted in the fall of 2016. The research population consisted of business graduate students of different public and private university's students who born within the years of 1980 to 2004. Quantitative and qualitative method had been used to analysis the data.

1.3. i. Data analysis: A survey was steered using self-administered questionnaire to gather research data and after scrutinized from a sample of 450 respondents, only 411 questionnaires had been selected as the sample of study. In this study, 54.7% of the participants were male and 45.3% were female; 66.9% were aged between 18 – 20 years, 32.4 were aged between 21-23 years and 0.7% was aged 24 and above years. This research investigated the factors that affect millennial talents career choices.

1.3. ii. Tools and techniques:

Chi square test and cross tabulation were used to investigate the relationships and detect the differences among career preference with regard to age, gender, academic level, career counseling and decision factors (at university level). All the statistical analyses were performed in SPSS software version 23.00. level of significance was 0.05.

2. Literature Review:

A career is often composed of the jobs held, titles earned and work accomplished over a long period of time, rather than just referring to one position. The actions and progress taken by a person throughout a lifetime, especially those related to that person's occupations (Adamson et al.1998; Dessler, 2009). Since diversity of human being also distinguished their career from one another. The choice of career may vary person to person, region to region, and also country to country. In the meantime, different factors also shaped the career preference of human being. There were lots of research had been conducted to find out principle reason behind this variance in career selection.

Salami (1999) uncovered the relationship between higher expectations of parents and family and career preference and identified significant impact of family and parents on young people's career. Emanuelle, (2009); Guerra and Braungart-Rieker, (1999), Masdonati et al., (2009), Whiston et al., (2003) also presented that perceived psychological support and acceptance of parents and family members might affected career preference of young generations.

Brown, (2002) also showed a similar results in his study that family and economic condition especially the condition of labor market had impact on career choices. On the basis of his research, political and social reference, national shortage of good job, lack of parental interest, lack of career counseling and lack of personal ability significantly affect students' career, that in consequence lead to career indecision. The Economist Intelligence Unit, (2014) indicates in it reports that forty seven percent of graduate struggle to get suitable job in Bangladesh due to lack of adequate job opportunities. Many educated young people become pessimist about career and attempt to migrate abroad because of impoverished labor market condition in Bangladesh (ILO, 2013).

A survey on 2923 Global respondents conducted by Giovanna et. al. (2016) and revealed that family influence fostered students career towards entrepreneurship particularly in Hospitality and Tourism sector. Mickelson and Velasco (1998) have separately examined the influences of each parent on the career choices of their sons or daughters and have found that mothers tend to have more influence on the career decisions of their children than fathers.

Another study addressed negative relationship between gender and career preference and found that there is no impact of gender in case of selecting first job after graduation but labor market situation may affect the career preferences of young generation (Edvarosson & Oskarsson, 2011). Men tend to be more careers driven and financially motivated than women discovered by Chevalier, (2007).

Chisty et. al. (2007) as well as Hossain & Siddique (2012) nominated financial benefit and social status, good career opportunity, job security, parent's influence as the major motivations for career preferences of young generation in Bangladesh. They had found that 38.7% graduates prefer banking and 23.8% nominated multinational company as their profession rather any other job. Their research revealed that 11.7% chosen teaching and 8.2% students would like to be entrepreneurs.

The graduate employment survey (2001) mentioned that graduate preferred to get higher financial benefit, working conditions, job security. Long term career prospects, managerial relationships, authority and involvement in decision making process of an organization.

Accordingly, Torrington, Hall and Taylor (2005) Several scholars worked on to find out basic stages of career Greenhaus & Callahan, (1994) identified five basic stages of career such as- Occupational choice and preparation of work, Organizational entry, Early career, Mid-career and Late career. The aim of the present study is to unearth the premises of occupational choice and preparation of work of millennial talents. Since career preference portrayed the potential employment of this generation it will also enhance the probability of excellence employability for millennial talents.

3. Theoretical Framework:

On the basis of previous literature review following framework has been developed to understand actual scenario of career preferences of millennial talents. This study designed to analysis the relationship among three factors which had driven people to pursue a career as such decision-making factors (including- family influence, economy and prestige, personal interest, job security, career prospect, working condition & environment and lack of job information), demographic factors such as age, gender, education level of human being, and motivation factor which is career counseling.

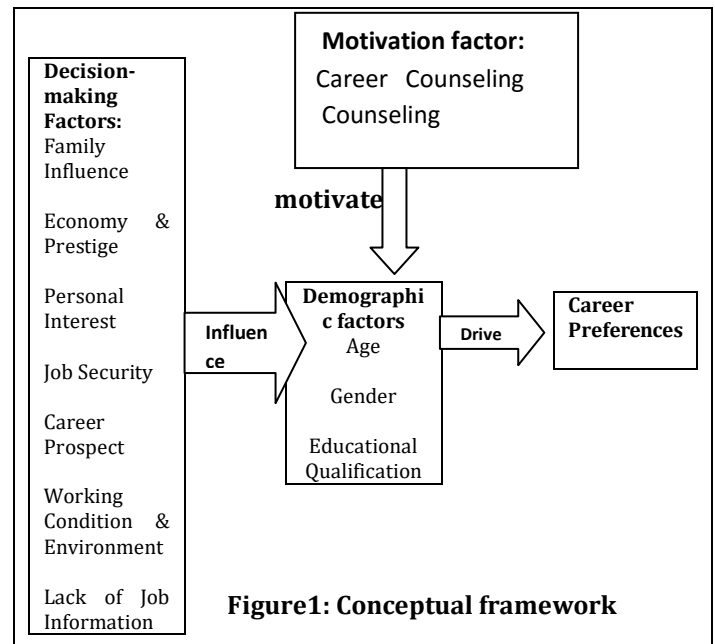


Figure1: Conceptual framework

3.1. Influential decision-making factors:

3.1.i. Family Influence: Family always have a strong influence on human's life. A family consists of different relationship likes father, mother, siblings, spouses, uncle, aunts and so on. The members of family are always try to ensure proper nourishment to each other which create an everlasting bond to one another. Young (1996) depicted that people's behavior, dream, aspiration was the reflection of their family environment in which they have been brought up nourished. Desforages and et. al., (2003) uncovered the relationship between family and career aspiration for people. Positive and strong bonding with family can motivate people for pursuing best career for them and develop confidence among them to disrupt with fear and divulge their power to achieve their career goals. Sarwar and Azmat (2013) also investigated and found strong relationship between family influence and career preferences. Sometimes excess influences from family can disrupt the choices of its members to pursue the appropriate career. As the respondent's population of this research were still in the process of completion of their degree, there is a greater chance of being influenced by family choices because they need to depend on family and most of them haven't any source of income and freedom to make own choices.

3.1.ii. Economy and Prestige: economy and prestige factors included any financial (handsome salary & wages, bonus, commission) and non-financial benefits (insurance, retirement benefits, flexible work benefits, leave etc.) provided by the firm (Dessler 2010). Bangladesh is a developing country. Most of the people are fighting with various problems as such over population, extreme poverty rate, higher unemployment rate, gender inequality etc. to address all social and environmental problems people believe that financial prosperity and social security of a job

will enlarge and enrich the quality of life. Hence higher financial and social security motivated millennial talents to select their career path. Chisty et al. (2007) as well as Hossain & Siddique (2012) had addressed that financial benefits and social prestige had major influence behind career preference among young generations.

3.1.iii. Personal Interest: Passion, knowledge, skills, expertise will motivate to choose a specific career for oneself which is best option and proper match with his or her passion and skills. The parameter of success of a person mostly depends on the selection of right job for his or her selves.

3.1.iv. Job Security: Job security is the assurance of a life time employment opportunities in any demographic area. According to Moy & Lee (2002) Protection against the loss of employment which reduce the fear of being laid-off or dismissed from job. Hossain and Siddique (2012) had found a relationship between job security and employment preference among young generations.

3.1.v. Career prospect: career prospect known as such attributes of promoting employment which strengthened one's career in perspective of continuous career growth & development. Moy & Lee investigated that career prospects is essential for graduates who are pursuing their initial job.

Baruch (2006) and Dessler (2009) stated that career is a lifelong journey so people preferred a job which have long term opportunities of promotion and Career advancement.

3.1.vi. Working condition and environment: Safety and comfort in job (Moy & Lee, 2002) and all the rules regulation, system, procedure, corporate culture and attractive job offer as well as hygienic work environment which motivated people to set up mind for a specific job and enhance desire to accomplish that job as well as career goal for his or her.

3.1.vii Lack of job information: Birrel (2006) stated that employers are searching for a diverse range of skills and attributes in business graduates to achieve competitive advantage, job market always has been changing nature and feature of employability, in the meantime business graduates need to update the parameter of knowledge regarding job market. Hence lack of job information will demolish the opportunity of pursuing career goal. Update job information will help to upgrade quality of education and to revise curriculum to reduce the expectations gap relating to employer demands (Hassall et al.,2005).

3.2 Motivational factors:

3.2.i. Career counseling: Lack of career counseling was also revealed to be another major barrier for students' career that in turn positively leads to career indecision (Reese and Miller, 2006). Number of researches explored significant correlation between career counseling and career decision. In addition, researchers discovered that career

focused education affects talents positively and support them to develop knowledge, and to provide background to make career decisions (Hughes and Karp, 2004; Reardon et al., 2007). Ukil (2016) uncovered number of factors that affect young generation's preferable career, and that lead to career indecision

3.3 Demographic factors: This research has designed on the basis of three demographic factors including age, gender and educational qualification. Aspirations for career may differ on the basis of age. Several researches indicated that age and gender nourished the choice of career. O'Neil, Hopkins and Bilimoria, (2008) has found two patterns of career on the basis of gender such as snake-like career indicated women's career with fluctuations and ladder-like career for men with stability and growth. Education is the backbone of any economy and different education background will guide different career path to the students.

3.4 Career preference: According to webster's dictionary (1998), Preference means choice or Selection tendency from two or more things that which is desired most. Career preference addressed choosing one occupation over another (Agarwal,2008). This report had attempted to examine the tendency of occupational choice, which profession they liked most, from a set of career aspects that graduates generally follow after completing graduation on business in order to find a desired job including teaching, Bank job, government service, Multinational Companies, Entrepreneurship, Job & Business, Media, FMCG and any job in Bangladesh or anywhere.

Table1: Demographic details of millennial talents

		Frequency	Percent
Age	18-20	275	66.9
	21-23	133	32.4
	24-above	3	0.7
	Total	411	100
Gender	Female	186	45.3
	Male	225	54.7
	Total	411	100
Education	First year	185	45.0
	Second year	44	10.7
	Third year	161	39.2
	Fourth year	14	3.4
	Graduate	7	1.7
	Total	411	100

4. Hypotheses Development: To calculate associations among career preferences, demographic factors (age, gender, education), decision factors, career counseling, researcher had developed a set of hypotheses which are enlisted by following table.

List of Hypotheses

Sl.	Null Hypothesis	Alternative Hypothesis
1.	Ho= There is no significant association between age and career preference	Hi= There is significant association between age and career preference
2.	Ho= There is no significant association between career preference and gender	Hi= There is significant association between career preference and gender
3.	Ho= There is no significant association between career and decisions factors	Hi= There is significant association between career and decisions factors
4.	Ho= There is no significant association between decision factors and gender	Hi= There is significant association between decision factors and gender
5.	Ho= There is no significant association between career preference and career counseling	Hi= There is significant association between career preference and career counseling
6.	Ho= There is no significant association between career counseling and decision factors	Hi= There is significant association between career counseling and decision factors
7.	Ho= There is no significant association between gender and career counseling	Hi= There is significant association between gender and career counseling

5. Data analysis and findings: The obtained results of table- 2 had revealed that 30.2% respondents of the millennial talents, in present who had studied in university, prefer banking job in Bangladesh. This result was similar to the findings of Islam & Islam’s (2013) research work. 21.2% students hadn’t any special choice regarding career, they just wanted to start a job as soon as possible. Table 5.1 had investigated that among those respondents 7.1% were unaware regarding job market because they hadn’t proper information about current job market, 5.6% wanted to earn money and status among family and friends through a job in lieu of being a jobless person. 4.4% student wanted to involve in job and business simultaneously. 11.9% had a passion of starting a business rather than getting a job. 9.2% had preferred to get any government’s job. 8.3 % talents were confused about their career preference. 6.3% had chosen of teaching as their profession. 5.8% had wanted to join in a multinational company. 1.9 % had interest to join in media. And only 0.7% wanted to get a job in Fast Moving Consumer Goods industry.

Table2: Career preference field of millennial talents

Career Preference	Frequency	Percent
Teaching	26	6.3
Bank	124	30.2
FMCG	3	0.7
Govt. Service	38	9.2
Multinational	24	5.8
Entrepreneur/Business	49	11.9
Job and Business	18	4.4
Any job	87	21.2
Confused	34	8.3
Media	8	1.9
Total	411	100

Figure 2: Distribution of career preference of millennial talents in a pie chart

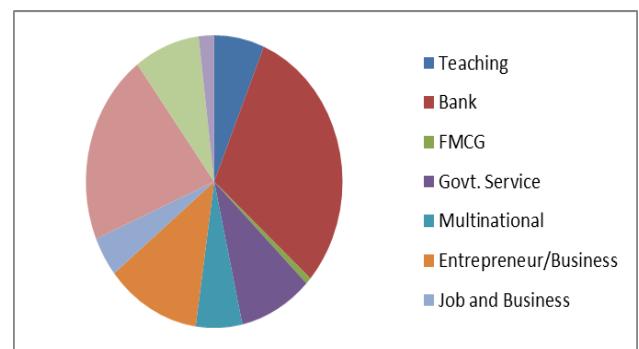


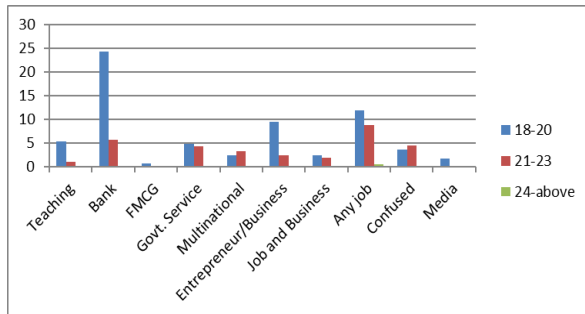
Table 3.1: Cross Tabulation between career preference and millennial talents

Career Preference	Age in percentage			Total
	18-20	21-23	24-above	
Teaching	5.4	1.0	0.0	6.3
Bank	24.3	5.8	0.0	30.2
FMCG	0.7	0.0	0.0	0.7
Govt. Service	4.9	4.4	0.0	9.2
Multinational	2.4	3.4	0.0	5.8
Entrepreneur/Business	9.5	2.4	0.0	11.9
Job and Business	2.4	1.9	0.0	4.4
Any job	11.9	8.8	0.5	21.2
Confused	3.6	4.6	0.0	8.3
Media	1.7	0.0	0.2	1.9
Total	66.9	32.4	0.7	100

On the basis of table 3.1 and figure 3, this study has proved that business professionals have a tendency to select a career path within and even before entry to the universities.

66.9 percent millennials had chosen career at the entry level of universities which has age limits of 18 – 20 years. 32.4 millennials had select their career at universities atmosphere in age levels of 21- 23 years that is obviously before internship. The impact of Age factor on career preference has been proven in table 3.2 of chi-square calculation.

Figure 3: Distribution of career preference and age of millennial talents in a bar chart



	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	66.182	18	.000
N of Valid Cases	411		

Hypothesis result:

Since the result of Pearson chi-square tests presented 0.000 p value with 18 df, we may reject the null hypothesis. That means there is significance association between the career preference and the age of respondents.

Table 4.1: Cross tabulation between career preference and Gender of the millennial talents

Career preference	Gender		Total (%)
	Female (%)	Male (%)	
Teaching	5.8	0.5	6.3
Bank	17.5	12.7	30.2
FMCG	0.0	0.7	0.7
Govt. Service	2.4	6.8	9.2
Multinational	1.0	4.9	5.8
Entrepreneur/Business	2.4	9.5	11.9
Job and Business	1.7	2.7	4.4
Any job	8.3	12.9	21.2
Confused	5.4	2.9	8.3
Media	0.7	1.2	1.9
Total	45.3	54.7	100

Figure 4: Distribution of career preference and gender in a bar chart

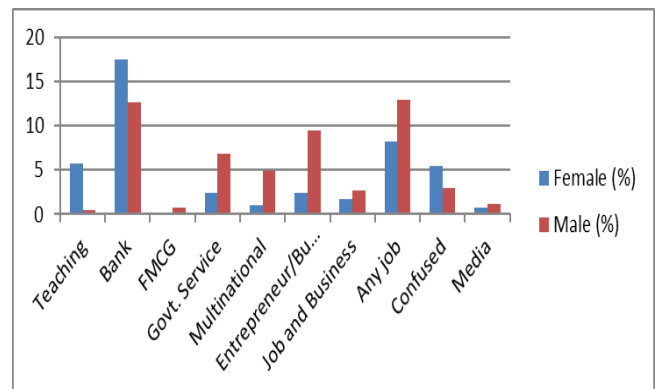


Table 4.1 and figure 4 has shown that career preference has been influenced through gender. Female respondents had highest proportion of choosing bank job rather than male respondents. This study had proved that Career preference can be differed on the basis of gender. This Results has similarity with the findings of Huang & Sverke (2007) and Hossain and Siddique(2012). 5.4% women were confused about there preference of career and 8.3% had interest to join any job. This is a challenge to policy makers and academicians to ensure proper counseling to these groups to define and pursue best career to them.

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	66.576	9	.000

Result: At the result of 0.00 significance and 9 df of Pearson chi square test, we may reject the null hypothesis that career preference of the millennial talent is significantly associated with Gender.

Figure5: Distribution of Decision factors of millennial talents in a pie chart

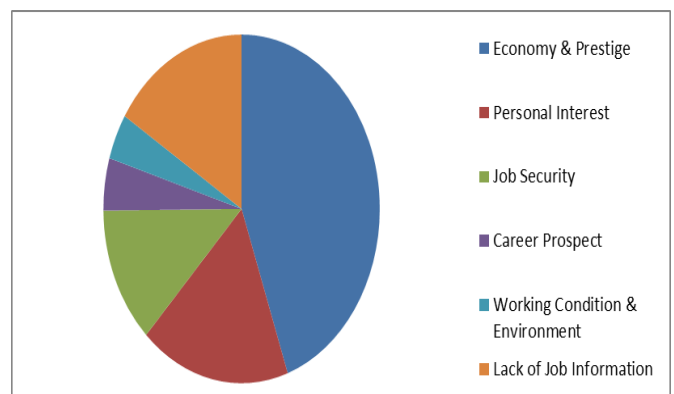


Table 5.1: Cross tabulation between career preference and decision factors of millennial talents

Career Preference	Decision Factors (all figures gives in percentage)							Total
	Family Influence	Economy & Prestige	Personal Interest	Job security	Career Prospect	Working Condition & Environment	Lack of Job Information	
Teaching	2.4	0.5	1.5	1.2	0.0	0.5	0.2	6.3
Bank	7.3	14.8	3.2	2.9	0.7	0.0	1.2	30.2
FMCG	0.0	0.0	0.5	0.0	0.2	0.0	0.0	0.7
Govt. Service	1.5	0.5	0.7	5.8	0.0	0.5	0.2	9.2
Multinational	0.2	4.1	0.7	0.0	0.7	0.0	0.0	5.8
Entrepreneur/Business	0.2	6.6	5.1	0.0	0.0	0.0	0.0	11.9
Job and Business	0.0	2.2	1.9	0.0	0.2	0.0	0.0	4.4
Any job	4.4	5.6	0.0	0.2	1.5	2.4	7.1	21.2
Confused	3.6	0.5	0.0	0.0	0.2	0.0	3.9	8.3
Media	0.0	1.0	0.5	0.0	0.2	0.0	0.2	1.9
Total	19.7	35.8	14.1	10.2	3.9	3.4	12.9	100

banking to start up their career. 19.7% had chosen their career in terms of family influence. In this category, 7.3% students were influenced through family to choose banking sector as their career. We had observed that 12.9% students hadn't proper information regarding job market that's why 3.9% respondent had confused to prioritize their career which revealed an alarming situation for human resource development. 14.1% respondent had given significance to their personal interest and passion to prefer a career. Job security required to select a profession by 10.2% millennial talents. Career prospect, and working conditions & environment had 3.9% and 3.4% influence on career preference respectively.

Figure 6: Distribution of career preference and gender in a bar chart

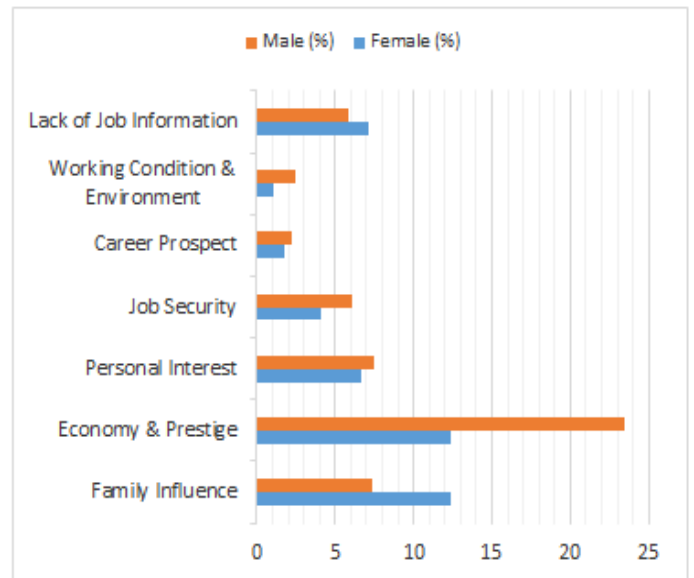


Table 6.1: Cross tabulation between decision factors and gender

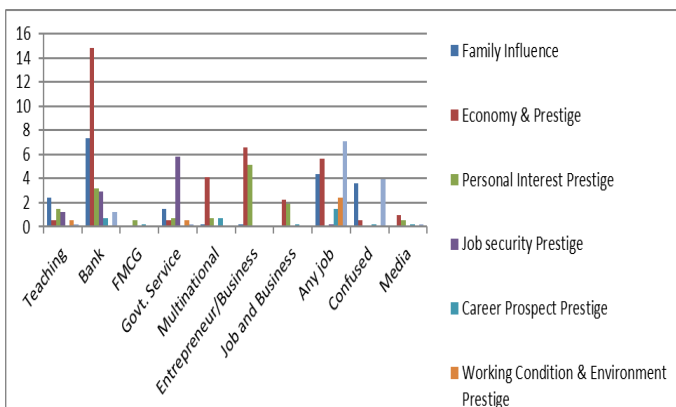
Decision Factors	Gender		Total (%)
	Female (%)	Male (%)	
Family Influence	12.4	7.3	19.7
Economy & Prestige	12.4	23.4	35.8
Personal Interest	6.6	7.5	14.1
Job Security	4.1	6.1	10.2
Career Prospect	1.7	2.2	3.9
Working Condition & Environment	1.0	2.4	3.4
Lack of Job Information	7.1	5.8	12.9
Total	45.3	54.7	100

Results: We have 0.002 p-value with 6df is less than 0.05 of significant levels, so we may reject the null hypothesis which

Table 5.2: Calculation of Chi-square test			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	407.135	54	.000

Hypothesis Result: We have 0.000 as significance value with 54 df which suggested that null hypothesis should be rejected to explain the significant relationship between several decision factors and career preference of millennial talents.

Figure 5.3: Distribution of career preference and decision factors in a bar chart



Millennial talents prefer economy and prestige criterion to consider in terms of selecting their career which is 35.8%. Among that percentage, 14% had shown their interest for

ensure a significant association between decision and gender of millennial talents.

Table 6.1 had presented proportion of relationship between gender and decision factors which demonstrated that 35.8% respondents of male (23.4%) and female (12.4%) had chosen their career on the basis of economy and prestige. The result of this study has similarity with the results of Hossain & Siddique's (2012) research. 12.4% female respondents had selected their career path on the basis of Family's choice and decision. This was alarming that 12.9 percent millennials didn't get proper information about job market. This propensity is highest among women. According to this study 7.1% female had faced problems of choosing career due to lack of job information rather than male (5.8%) respondents.

Table 6.2: Calculation of Chi square test

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.799	6	.002

Table 7.1: Cross tabulation between career preference and career counseling

Career preference	Career Counseling		Total (%)
	Yes (%)	No (%)	
Teaching	2.2	4.1	6.3
Bank	13.7	16.6	30.2
FMCG	0.7	0.0	0.7
Govt. Service	2.2	6.8	9.2
Multinational	3.9	2.0	5.8
Entrepreneur/Busin	8.5	3.4	11.9
ess	3.2	1.2	4.4
Job and Business	5.6	15.6	21.2
Any job	4.4	3.9	8.3
Confused	0.7	1.2	1.9
Media			
Total	45.1	54.9	100

Table 7.2 Calculation of chi square test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	48.097	9	.000

Results: Since the P-value (0.000) is less than the significance level (0.05), we cannot accept the null hypothesis

Table 8.1: Cross tabulation between career counseling and decision factors

Decision Factors	Career Counseling		Total (%)
	Yes (%)	No (%)	
Family Influence	6.6	13.2	19.8
Economy & Prestige	19.0	16.8	35.9
Personal Interest	8.8	5.4	14.1
Job Security	3.4	6.6	10.0
Career Prospect	2.0	2.0	3.9
Working Condition & Environment	1.0	2.4	3.4
Lack of Job Information	4.4	8.5	12.9
Total	45.1	54.9	100

Table 8.2: Calculation of Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.378	6	.002

Result:

Since P-value (0.002) with 6 df is less than 0.05 significant level, we may reject the null hypothesis. That means there is significance association between career counseling and decision factors of respondents.

Table 9.1: Cross-Tabulation between gender and career counseling

Gender	Career counseling		Total
	Yes	No	
Female	17.6%	27.8%	45.4%
Male	27.6%	27.1%	54.6%
Total	45.1%	54.9%	100.0%

Table 9.2: Calculation of Chi square test

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.653 ^a	1	.017

Result: Since P-value (0.017) with 1 degree of freedom is less than 0.05 significant level, we may reject the null hypothesis. So, there is significant association between gender and career counseling.

Results of Hypothesis				
Sl.	Null Hypothesis	P-Values	Alternative Hypothesis	Calculation Table
1.	Rejected	0.000	Accepted	Table 3.2
2.	Rejected	0.000	Accepted	Table 4.2
3.	Rejected	0.000	Accepted	Table 5.2
4.	Rejected	0.002	Accepted	Table 6.2
5.	Rejected	0.000	Accepted	Table 7.2
6.	Rejected	0.002	Accepted	Table 8.2
7.	Rejected	0.017	Accepted	Table 9.2

Recommendation:

Career Counseling: University should aspire business graduate through appropriate career counseling which will help to guide students towards more realistic career choices. Each university need to establish a strong career counseling center to create a platform to strengthen employability of business graduates.

Networking with Professional:An opportunity of networking with professional can enlighten career prospect to the business graduates. LinkedIn, SHRM, BSHRM, Twitter, Facebook and any Professional groups will be the best sources to develop bond and networking opportunities with employers group.

Job fair:A regular basis job fair at campus will enhance the opportunity of direct job placement as well as intrinsic and extrinsic knowledge of millennial talents regarding employability & opportunity in the job market. This study revealed that lack of knowledge is the extreme barrier of selecting appropriate career so by gaining an insight into organizations need and demand for talents can be an effort of effective decision making on career selection.

Internship opportunity: Generally, an internship consists of an exchange of services for experience between the student and an organization (dessler, 2010). These positions may be paid or unpaid and are usually temporary. University should ensure internship opportunities for students through developing mutual contact with business entities to enhance skills, expertise and upgrade knowledge of business graduates regarding employment & trends of job market.

Update curriculum & teaching methods: Many researchers have suggested that update curriculum, and innovative teaching system will reduce the gap between education and practice and widening the job opportunity among job seeker (Kavanagh & Drennan, 2008).

Conclusion:

Based on the findings, this study had found an association between the decision factors and career preference of millennial for their livelihood. This study also discovered that age and gender has significant impact on career preferences. This study explored the existence of association between career counseling and career preference of millennial talents. Further research is needed to determine which aspect of demographic factors influence career decision making difficulties. This study had found tremendous information that total 29.5% talents (21.2% wanted any job and 8.3% were confused about their career) hadn't any proper career goal due to lack of information and other reason. Since University is the paradise of higher education, it must ensure proper environments to the millennial talents which ensure proper guideline to find out proper career ladder to them. These studies recommend that all higher education institution should have career service center to assist students from their first semester until they graduated on career decision making (Nor Harlinda Binti Harun 2006). To develop excellent human resource for an organization, millennial talents ought to be motivated and encouraged to nourish their employability through advanced learning opportunities, Hossain and Siddique, (2012).

Limitations: This study acknowledges several limitations. The present research solely based on self-reported questionnaires, and thus may not reflect insights of students as a whole. A combination of survey and interview techniques might be more useful to learn their real feelings and experiences, which could make the outcomes of this study more extensive. Potential future researchers may use interview or case study approach in addition to structured questionnaires. This study concentrates on how career barriers affect career indecision. In future, career barriers can be studied in terms of multiple measures e.g. career decision self-efficacy, exploration and aspiration.

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