CAREER DECISION SELF EFFICACY OF HIGHER EDUCATION MANAGEMENT AND BUSINESS STUDENTS IN TAMIL NADU

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Abstract

The current study investigated what factors appear to drive the career decision self efficacy and career decision-making of higher education management and business students in Tamil Nadu. This study was conducted to identify various factors that higher education management and business students in Tamil Nadu perceived to play an important role in their decision to seek a career in the industry. It also sought to understand the way these factors impacted on higher education management and business students in Tamil Nadu career decision-making and how their cultural interpretations influenced their decision-making.
Keywords: Higher Education, Career, Career Decision Self Efficacy and Career Decision-Making.

Introduction

These three broad factors of vocational choice provided simple guidelines for individuals to consider when choosing their career and emphasized the importance of individuals having an understanding of themselves, their career alternatives and how to use this information for rational career decision-making (Jones 1994). Although Parsons' views of vocational choice were introduced in 1909, the concept of career decisions and the term 'career decision-making were not properly acknowledged until the 1950s.

In the 1950s and in subsequent years, there were many changes to employment policies and the social environment of many countries. These changes led people to seek better career opportunities (Inkson 2007).

In 1979, Michael Krumboltz introduced his 'social learning theory of career decision-making' and for the first time the term 'career decision-making' was used (Brown 2002). Krumboltz's (1979) social learning theory of career decision-making is considered to be an important development for career decision-making theory as it introduced the concept of career decision-making and established a conceptual framework for understanding how individuals make career decisions during different stages of their life (Sharf 2006).

The key elements and applications of Krumboltz's (1979) social learning theory of career decisionmaking are discussed in the following section.

Career Decision Self Efficacy

Low self-efficacy expectations regarding a particular behavior could lead to avoidance of those behaviors, whereas stronger self-efficacy expectations would more likely lead individuals to approach behavior. 'Approach' behavior describes what we will try, whilst 'avoidance' behavior refers to things we will not try (Betz, 2000). The behavioral consequences of perceived self-efficacy were thus considered to include (a) approach versus avoidance behavior; (b) quality of performance of behaviors in the target domain; and (c) persistence in the face of obstacles or negative experiences (Betz, 2000). Thus, self-efficacy expectations can be useful for those involved in vocational education in understanding and predicting behavior. Additionally, interventions designed to facilitate approach behavior tend to prove effective because they increase the individuals' expectations of self-efficacy in regards to a behavior that may have previously been avoided.

Higher Education In Management And Business Domain In Tamil Nadu – Profile

Tamil Nadu is one of the most literate states in India. The state's literacy rate is 80.33% in 2011, which is above the national average. A survey conducted by the Industry body Assocham ranks Tamil Nadu top among Indian states with about 100% Gross Enrollment Ratio (GER) in primary and upper primary education. Tamil Nadu has 37 universities, 552 (in 2014) engineering colleges and 1150 arts college, 2550 schools and 5000 hospitals. Tamil Nadu Directorate Of Technical Education (TNDTE) under the control of the Tamil Nadu Higher Education Department deals with Diploma, Post Diploma, Degree, Post Graduate courses and Research programmes. It also regulates the establishment of technical institutions including commerce institutions such as Typewriting, Shorthand and Accountancy.

Literature Review

Wilson, F., Kickul, J., &Marlino, D. (2007) suggested relationships between gender, entrepreneurial self-efficacy, and entrepreneurial intentions were examined for two sample groups: adolescents and adult master of business administration (MBA)

students. Similar gender effects on entrepreneurial self-efficacy are shown for both groups and support earlier research on the relationship between self-efficacy and career intentions. Additionally, the effects of entrepreneurship education in MBA programs on entrepreneurial self-efficacy proved stronger for women than for men. Implications for educators and policy makers were discussed, and areas for future research outlined.

Hargrove, B. K., Creagh, M. G., & Burgess, B. L. (2002) explored the relations of perceived family-of-origin interaction patterns (e.g., quality of family relationships, family-supported goal orientations, and degree of control and organization in the family) to vocational identity and career decision-making self-efficacy. A sample of 210 college students completed family-of-origin and vocational self-report measures. Using standard multiple regression analyses, significant variance was accounted for in vocational identity scores by achievement orientation in the family. Significant variance in career decision-making self-efficacy scores was accounted for by a number of family variables including achievement, intellectual–cultural, and moral–religious emphasis orientations and degree of family conflict and expressiveness. The findings suggest that family-of-origin interaction patterns may play small, yet significant roles in the formulation of clear and stable career goals and the promotion of self-confidence in regard to completing career planning activities. These findings warrant further empirical examination of the family systems approach to young adult career development.

Methodology

Primary and Secondary data: Interview and secondary sources were referred in this case study method. Out of the available higher education in the field of management and business education in Tamil Nadu, these few (fifty) successful higher education institutes in the field of management and business education, who had their investment options from their own sources, were considered for this study. Based on the hypothesis proposed as above, a sample of fifty successful higher education institutes in the field of management and business education is carefully selected for the study. The methodology chosen is case study method; their history is studied in depth, the factors deciphered as to identify their secret of success.

Results and Discussions

Table - 1 Mean Weight

Scales	Assumed Mean Score	Occurred Mean Value	Occurred Mean Variables
Very often	5 - 4	4.402	Elders to look after at your home
		4.052	Enough sleep, exercise & healthy food
		3.292	Spend as much time with your loved ones
		3.292	Professional make tired & need attention at home

Often	4 - 3	3.662	Hobbies during working days
		3.742	Household activities
		3.692	Study
		3.752	Care for self
		3.242	Shopping for necessaries
		3.692	Spending time with friends
		3.552	Study or training
		3.282	Keep healthy and fit
		3.242	Take part in community activities or fulfill religious commitments
		3.202	Take care of family and spend time with them
Rarely	3 - 2	2.942	Attending Family functions
		2.822	Spouse helps at the house hold work
Sometimes	2 - 1	--	--
Never	1 - 0	--	--

The model used in this work is the Feed Forward Multilayer perception, using the Back Propagation Algorithm. Where (4-3-1), 8-Input layers, 19-Covariates layers, 1-Hidden layers and 1-Output layer. All inputs are analyzed in the experimental validation part, with appropriate output results by the illustration of graphs so that the influences of the parameters of tensile strength are taken into consideration. The network information presented in the table. The validation of the estimated NN and Experimental value illustrations is shown in Figure.

Table – 2 Model Summary for Neural Network Model

Training	Sum of Squares Error	70.301
	Relative Error	.773
	Stopping Rule Used	1 consecutive step(s) with no decrease in error[a]
	Training Time	0:00:00.091
Testing	Sum of Squares Error	22.702
	Relative Error	.644
Dependent Variable: Overall Satisfaction		
a. Error computations are based on the testing sample.		

Table - 3 Neural Network Model for overall satisfaction

		1	Age
	Factors	2	Marital Status
		3	Number of Children
		4	Educational qualification
		5	Monthly income

Input Layer		6	Location of your residence
		7	Type of the family status
		8	Total Number of the Family members
	Covariates	1	Forced to overtime
		2	Documentation work is more
		3	Leisure hours is very few
		4	No time to preparation for subject in college
		5	physically straining
		6	mentally straining
		7	Performance appraisal system is stressful
		8	Professional is frustrating
		9	Personal life is stressful because of my professional
		10	More relaxed at workplace than at home
		11	This professional have no professional security
		12	Family matters reduce the time can devote to your professional
		13	Family worries or problems distract from your work
		14	Family activities stop the person in getting the amount of sleep to need to do your professional well
		15	Family obligations reduce the time the person need to relax
		16	Professional reduces the amount of time you can spend with the family
		17	Problems at work make irritable at home also
		18	Work involves a lot of time away from home
		19	Professional takes up so much energy
		Number of Units[a]	49
		Rescaling Method for Covariates	Standardized
Hidden Layer(s)		**Number of Hidden Layers**	1
		Number of Units in Hidden Layer 1[a]	4

Output Layer		Activation Function	Hyperbolic tangent
	Dependent Variables	1	Overall Satisfaction
	Number of Units		1
	Rescaling Method for Scale Dependents		Standardized
	Activation Function		Identity
	Error Function		Sum of Squares
a. Excluding the bias unit			

The factors of attitudes towards career self efficacy model parameters are modeled by using the Neural Network Method. The parameters are optimized so as to determine the set of parameters, which will influence the increase management and business students and Neural Networks Architecture and network information.

Table - 4 Independent Variable importance of Neural Network Model

Independent Variable for Neural Network Model	Importance	Normalized Importance
Age	.027	20.7%
Marital Status	.030	22.9%
Number of Children	.024	18.1%
Educational qualification	.022	17.0%
Monthly income	.029	21.8%
Location of your residence	.013	10.2%
Type of the family status	.005	3.7%
Total Number of the Family members	.018	13.8%
Forced to overtime	.023	17.0%
Documentation work is more	.041	30.6%
Leisure hours is very few	.036	26.9%
No time to preparation for subject in college	.039	29.6%
physically straining	.054	41.1%
mentally straining	.031	23.1%
Performance appraisal system is stressful	.025	18.6%
Professional is frustrating	.042	31.7%
Personal life is stressful because of my professional	.133	100.0%
More relaxed at workplace than at home	.053	40.2%

This professional have no professional security	.025	19.0%
Family matters reduce the time can devote to your professional	.035	26.7%
Family worries or problems distract from your work	.034	25.7%
Family activities stop the person in getting the amount of sleep to need to do your professional well	.019	14.1%
Family obligations reduce the time the person need to relax	.028	20.9%
Professional reduces the amount of time you can spend with the family	.085	63.8%
Problems at work make irritable at home also	.038	28.6%
Work involves a lot of time away from home	.049	37.0%
Professional takes up so much energy	.042	31.5%

The above table infers that the balance of career self efficacy practices have 29 statements where, Considering work and personal life as separate tasks, Plan my work, Set specific and clearly defined goals, "no" to others when don't have a short of time, Participate in parenting enhancement program, Manage time effectively Take food in time, Share my professional at home as well as work place, Good network of friends and relatives, Organization follows proper work schedule, Institution provides child care assistance, Flexible start time and end time are possible according to the work schedule Professional sharing is possible, Professional enrichment / redesign is done every year, Infrastructure facilities are good, Marriage and maternity leaves offered are the statements that exhibit higher deviation effect.
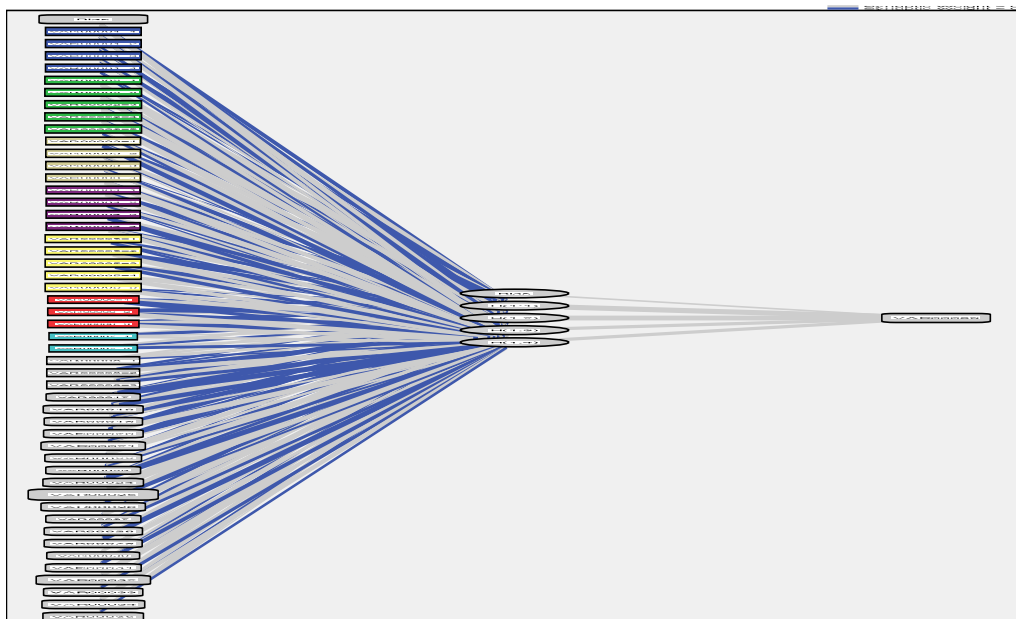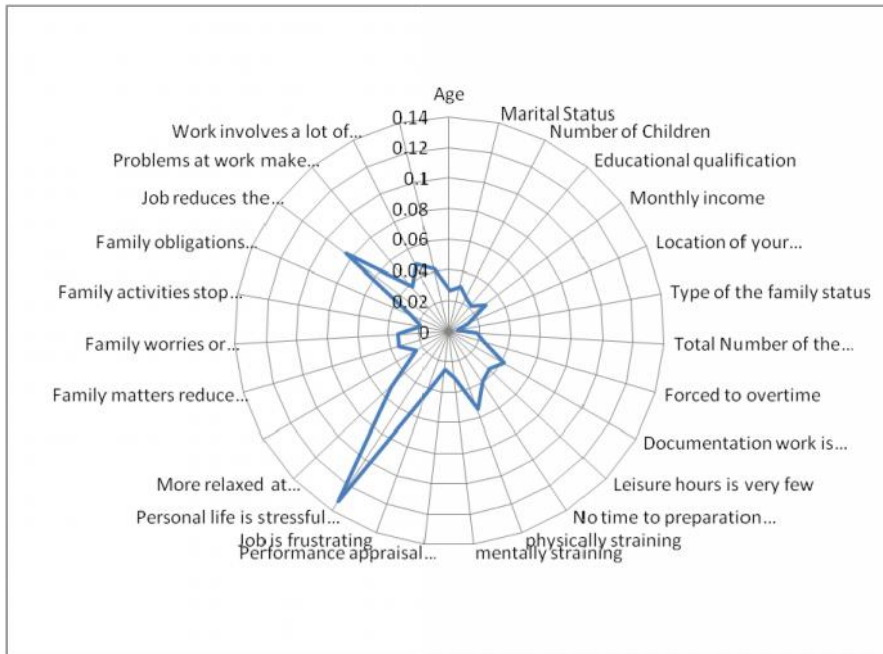
Figure - 1 Network Model

Figure - 2 Normalized Importance

Conclusions

The table and diagram shows the attitudes towards business and management students in Tamil Nadu in respect of "Personal life is stressful because of my professional" is contribute more towards the output of overall satisfaction of business and management students. The neural network method analysis has determined the statement 'Personal life is stressful because of my professional as the most contributing factor. Since most of them are in a nuclear family and they are bounded with commitments. Therefore it becomes more influencing to them to balance their work and personal life circumstances.

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