

Study on Motivation for Considering Accounting as a Promising Career Aspiration

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Abstract: *There are various studies conducted on the topic of people's attitude towards entrepreneurship and some do believe that they are based on the knowledge which they had about entrepreneurship in the past. This study helps to find about the various factors affecting the attitude of students towards entrepreneurship in India by focusing on its awareness among the students, its subject matter or scope, and its impact on the individual and the society. The information/data of this research was collected mainly through survey methods done through questionnaires which were distributed to students in India studying in various colleges and universities and its responses were thoroughly analyzed. The study showed that the students have awareness of entrepreneurship among them and there are various demographic factors affecting their attitude towards it. Here,, in this we have tried to study the various factors affecting students' attitude towards entrepreneurship like awareness, gender, entrepreneurship education, personal family & peer influence, financial insecurity, risk taking capacity and also the level of countries development too. They also perceive that there is a positive effect of entrepreneurship to an individual and to society. The limitation of this was that it was mainly focused on students in India where their responses and recommendations can be generalized widely. The students have also provided many suggestions regarding this study.*

Keywords: Accounting, Professional Accounting Factors Affecting Students Attitude.

I. INTRODUCTION

Professional services contribute significantly to the gross domestic product and employment of any nation of the world. Among the most important and powerful professions in modern day calculative and economic society is Accounting. Accounting is an absolutely necessary profession in the modern economy and society at large; as it shapes how organizations govern and decisions are made in both private and public sectors. Accountants perform essential duties in major organizations and their decisions have significant and far-reaching financial & social implications.

Trend of globalization and internalization has brought about many opportunities for integration and development, and broadened the economic landscape into impropriety, complexity and volatility to keep abreast with the current development. The world seriously needs more experts for the resolution, knowledge and innovation. Thus, accountants who are integral to business and economies are seen to be the best profession able to face these new challenges. This scenario therefore raises tremendous demand for accountants

As a professional accountant one can work in the sectors like businesses and industries, chartered accountant firms, consultancy firms institutions, capital market services, financial institutions, independent practice. As they are always in high demand in the above sectors. Some various professional accounting includes chartered accountant, chartered certified accountant, chartered management accountant, chartered public finance accountant, external auditor, forensic accountant, stock broker and many more. But still many students are not willing to choose this field as their career and are missing these opportunities; with this we will try to understand the various factors that affect or influence them or their behavior in pursuing professional accountant courses but many are lacking in providing practical knowledge apart from theoretical knowledge. Today, people have argued that the concept of entrepreneurship should be introduced at an early school stage, not only at secondary but also at primary school level of education.

Various factors affecting or influencing students to choose or pursue accounting as their career.

Prestige Factor-There professional titles are recognized, are more respected professions or have better opportunities for promotions. Reference Factor -Encouragement from parents, influenced from school, from friends and loved ones, or

from the lecturer and academics. Extrinsic Factor -Higher salary & other financial incentives, highly secured superb work environment, offer various other job opportunities and financial security. Intrinsic Factor - Better training opportunities, field is fun, more flexible, sense of accomplishment, etc. Grit Factor - Fearlessness or courage, determined, like the challenges, hoping to pass all the professional exams in one sitting. Social Factor - Immense contribution in the society, , reputed/ respected in the society, more interaction with others. etc.

II. REVIEW OF LITERATURE

2.1 Theories of Career Choice

Career choice is a lifelong process of decision-making for those who seek major satisfactions from their work. His theory said that people make their career decisions which balance their interests and values with the opportunities and talents available, as well as the cost of pursuing the opportunities. There are some theories in relation to career choice, for example, social cognitive theory says that family and relatives have influences on students' career choice. According to Parsons' theory, individuals should consider their skills and abilities how they may fit with a particular occupation. In addition, individuals need knowledge of jobs, the labor market and compensation which includes salary and benefits (Bandura, 1986). Socioeconomic theory said that Social conditions include parent influence, friends and teachers' influences, social status and economic conditions include job opportunity, salary amount, and the like have an impact on students' career choice. (Venable, 2011) In general, it's important to understand that career choice is not made based on any one factor. Our choices are subject to many influences – individual, cultural, social, and environmental. The combination and interaction of various influences on individual decision-making are unique to their situation (Venable, 2011).

2.2 Related Empirical Studies

The above theories were supported by different empirical studies. For example, the finding of Uyar, & Kuzey, (2011), Zakaria, et.al, (2012), Jackling and Calero (2006), Yuen & Law, (2012) and Edwards & Quinter, (2011) shows that interest has a significant positive effect on choosing accounting as a career. Because students are more likely to choose accounting majors when they consider accounting to be interesting and enjoyable. The finding of Britt, (2012), and Uyar, & Kuzey, (2011) shows that good fit with the respondent's ability (skill) significantly positively affects students' career choice in accounting. Because students believe that nowadays due to the change in world business, the activities of accountants also changed. The internet and technological tools have placed accountants as a problem solver by using advanced information system and programs. They should have to be also possessing strong communication skills with good thinking creatively, and in making ethical decisions. But the finding of McDowall, & Jackling, (2010), and Rkein, (2012) show that skill or ability has a significant negative effect on choosing accounting as a career. Students are associated with accounting with good numerical ability. In addition, the finding of Uyar, & Kuzey, (2011) shows that desire to run a business has no significant effect on students' choice of accounting.

A study conducted by Hujra, et.al, (2010) shows that the difficulty of the course has a significant negative effect on students' choice of accounting. Due to accounting and finance courses being the combination of heavily theoretical and quantitative, most students believe that these courses are difficult. As a result, most students have withdrawn from the course because their quality does not match with the skills which are required by these courses. But Study conducted by Uyar, & Kuzey, (2011) shows that the difficulty of the course has no significant effect on students' choice of accounting.

Entrepreneurship is a wide spread term which has been studied by many researchers from different aspects and points of view, and its literature can be found in every discipline related to humans and their behavior (Campbell and Mitchell, 2012). The concept was found in old literature and defined in various ways (Bernstein, 2011), from simple meaning to the creation of new ventures (Kirzner, 1997), to leaving the definition of entrepreneurship entirely to the entrepreneurs and their actions (Miller and Collier, 2010).

(Porter & Woolley, 2014), a survey sample population of 311 accounting and non accounting students conducted an examination of the factors affecting students' decision to major in accounting. The findings found that accounting students place more emphasis on career objectives and less emphasis on the intrinsic characteristics of their major than non-accounting students. The difference in opinion on intrinsic characteristics–accounting students think that

accounting is better intrinsically than non-accounting students, and non accounting students thinking their own major is much more intrinsically rewarding than accounting – was a more powerful predictor than differences in opinion on career outcomes. The study was based on the Theory of Reasoned Action model to construct behavioral measures (TRA) (Ajzen & Fishbein, 1980), and the theory expanded from TRA is Theory of Planned Behavior (TPB) (Ajzen, 1991).

Prestige Factor	There professional titles are recognized, are more respected professions or have better opportunity for promotions.
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Social Factor	Immense contribution in the society, , reputed/ respected in the society, more interaction with others. Etc.

III. RESEARCH METHODOLOGY

The research is primarily based on secondary data. Here desk research is done by summarizing and collecting the already existing data from the libraries, website and the data from the already existing survey are also used and to increase the overall efficiency of the research. Here, survey method is used in the form of primary data, where a questionnaire is prepared in the form of Google survey; which are as follows:- Some demographic questions like – Age Group, Gender, Educational Qualifications etc. Which according to you are considered as prestige factors that influence or affect students behavior ? According to you, which are considered as Reference factors that influence or affects students behavior ? Which according you are considered as Extrinsic factors that influence or affects students behavior ? According to you, which are considered as Intrinsic factors that influence or affects students behavior ? Which according you are considered as Grit factors that influence or affects students behavior ? From below which Social factors influence or affects students behavior ? Also the suggestion of the respondents were also accepted for the same. Various factors affecting or influencing the attitude of students towards choosing professional accounting as their career.

Under this research, we found that there are four main factors which were considered to have a major influence on students for selecting accounting as their career which include intrinsic factors, extrinsic factors, perception towards accounting profession and other social factors. From the intrinsic factors interest, ability, and the desire to run business in the future, the dynamic and challenging environment has a significant positive impact on students' choice of accounting. From the extrinsic factors job opportunity, responsibility, experience also has a positive impact on students' choice of accounting. But social status has considered as a significant influence on students' choice of accounting.

IV. CONCLUSION

After this research, it is safe to say that there are people (students) who already know about the professional accounting. Under this research, we found that there are four main factors which were considered to have a major influence on students for selecting accounting as their career which include intrinsic factors, extrinsic factors, perception towards accounting profession and other social factors. From the intrinsic factors interest, ability, and the desire to run business in the future, the dynamic and challenging environment has a significant positive impact on students' choice of accounting. From the extrinsic factors job opportunity, responsibility, experience also has a positive impact on students' choice of accounting. But social status has considered as a significant influence on students' choice of accounting.

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