

FACTORS THAT AFFECTS THE JOB SELECTION PREFERENCE OF UNDERGRADUATE ACCOUNTING STUDENTS IN UNIVERSITY

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Abstract: The study was conducted to identify the factor that affects the job selection preference of undergraduate accounting faculty students in University towards selecting their first job during recruitment. The independent variables that have been chosen in this study are career development, salary and benefits, employer reputation, working environment and job security. 120 undergraduate accounting students were selected to identify the job selection and preference. The outcome of this project will be a benchmark to corporate recruiter to attract more graduates of accounting faculty. Besides that, career consultant can conduct on-campus recruiting programs that match the student's interest towards professional body, such as MIA to meet the targeted number of accountants in Malaysia.

Keywords: Career development, salary and benefits, employer reputation, working environment, job security, job selection preference



Introduction

Accounting career are significance for upcoming countries such as Malaysia. International Federation of Accountants (IFAC), (2008), needs more accountants from Malaysia to be line with the financial development and provide support to the developing business environment. According to Yusoff Omar et al., (2011) graduates are reluctant to choose accountant as their career and this is also supported by Demagalhes et al., (2011) that concluded the bookkeeping professions faced challenge to attract new competent applications during their job discovering process.

Job selection preferences

There are many aspects that job preferences can be showed for example job preferences resulting different needs for different gender (Konrad et al, 2000), tastes and preferences changes overtime (Jurgensen, 1978), the relationship among behaviour or capability (Bretz & Judge 1994, Trank et al., 2002) and impact of job attributes on organizational attractiveness (Powell 1984). Jurgenesen (1978) emphasis that there should be 10 attributes in a job selection candidate which are pay, hours,

company, security, variety of work, advancements, supervisors, colleagues, working surrounding and benefits that have proved in the numerous of the study. Latest studies suggested job attributes preferences and job decision will be effected by household responsibilities (Konrad 2003, Konrad et al. 2005, and Corrigan & Kornard 2006).

Career development

According to the Van der Heijde & Van der Heijden, 2006, career development affects the long term employability therefore it constitutes increasing the important of society, organizations, and individuals. The organization need to maintain the career development that provides to employees to increase the job qualifications (Van der Heijden, 2005). Career development in an organization showed an overview of individual factors that intertwined producing employable workers (Maurer, 2007). Investment in human resource are more important issue make employee more efficient and effective in workplace and it is a high commitment for an organization that influence an employee's behaviour and motivation (Lee & Bruvold 2003). Baruch & Peiperl, 2000, the classification of a formal and fewer formal activities; which is associated to the career development known as organizational career management. As a consequence, career management organizational are most important issue that human resource should consider to produce both effectiveness organization and effectiveness employees (Orpen, 1994).

Salary and benefits

The salary correlates with higher order needs of esteem and self-actualization which mean that higher salary promote the stronger sense of self-worth and completion. Salary is a nature expenses which included operating activities (Walton 2011). According to the Herzberg theory, he stated that salary is essential as a continued existence because it dispute in contradiction of employee disappointment. Salary is one of the payment obligation to the employee which affects the employee short-term and long-term financial position for the company and also individual (Raffournier, 2012). If there are any increase in pay and benefits given by an organization, then the employers are will target the financial reward towards the high performers (Pay and Benefits Magazine Feb, 2016).

Employer reputation

According to the Employer Survey Response 2015 have been conclude that employer reputation have been increased from 2011 to 2015 which is from 17,000 to 44,000 in Latin America, India, China, and Russia (QS Global Employer Survey, 2015). According to the survey over 75% executives companies from United States stated that there is shortage of the talent and human resource, which mean employer reputation in an organization.

Working environment

Good working environment will lead a good decision making in an organization which resulting in increase the number of job satisfaction among employees (Scott et al., 2003). Lack of efficient communication with the management and employees will affects the organization increasing quitting intentions (Simons and Jankowski, 2008). Making decision participation all employee will lead a strong information sharing resulting in decreasing labour turnover rate (Cottini et al., 2009).

Job security

Lack of job security will affect organization absenteeism among employees and employers. As an example recently Malaysia has lack of nurses according to the Malaysia Association of Nurses (2009). Employees and employer should be more concerned about the job security in organization (Çeltek, 2004).

Methodology

150 questionnaires were distributed physically by which consist of Section I: Demographic Information, Section II & III consist of 24 close-ended questions. Only 120 questionnaires were returned at the end of the duration time provided with accomplishing a probability of 0.8.

Data analysis and findings

From the total of 120 respondents, 45 respondents (37.5%) are below 20 years old, 55 respondents (45.8%) in between of 20 to 22 years old, and 13 respondents (10.8%) in between of 23 to 25 years old and the balance of 7 respondents (5.8%) are above 25 years of age. Based on result obtained; researcher standardized the number of respondents to 40 for each three courses. All the respondents pursuing their studies in Bachelor in (Hons) Accounting, Bachelor in (Hons) Investment Management (BIVM) and Bachelor of (Hons) Finance (BFN) at MSU respectively. The Pearson correlation coefficients value of entire independent variables is less than 0.90 indicates that, the entire independent variable of this study was not connected to each other's, specifying the non-existence of multicollinearity issues.

According to the table, CD, ER and JS have a positive significant relationship against dependent variable, job selection preferences (JSP). There is a connection in between job selection preferences (JPS) versus independent variable, salary and benefits (SB). Nonetheless, their positive relationship does not show significant value. Finally, there is a connection between WE and the JPS. Based on this research, the R-Square value generated by the SPSS program is 0.308 (refer to the table). 30.8% of the dependent variable is described by independent variables equally. However the remaining of 69.2% from the dependent variables will be described by different variables. The value of F-statistics is 10.071 and the P-value is < 0.0001 . This outcome statistically proven; the total model is considered as important. Since the F-value is better than P-value, the F test is significant. So that, they can be define as the variation in dependent variable can be identified clearly in independent variables. Generally, these models are fit well.

Conclusion

The results of reward study printed that only one factor which is independent variable (JS) is plays an important role in dependent variable (JPS). In distinction, the opposite four factors, include CD, SB, ER and WE, were found that do play an important role to the JSP. Consequently, the study pursuits of this learn weren't completely met to the given that just one factor, out of the five factors have been located to significantly concerning the job selection preferences (DV).

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