



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

Dejendran A/L Rajendran<sup>1</sup>, Mohd Farid Shamsudin<sup>2</sup>

<sup>1</sup>*School of Graduate Studies, Management & Science University, Shah Alam,*

<sup>2</sup>*Universiti Kuala Lumpur, Business School*

**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.*

### 1. 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.

### 2. 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).

### **2.1. 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).

### **2.2. 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, them the employers are will target the financial reward towards the high performers (Pay and Benefits Magazine Feb, 2016).

### **2.3. 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.

### **2.4. 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).

### **2.5. Job security**

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

### 3. 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.

### 4. 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.

### 5. 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).

### References

- Accountants: Managers of Value. (2012). MIA supports government's call to increase the number of chartered accountants. Malaysian Institute of Accountants.
- Ahad, N. A., Teh, S. Y., Othman, A. R., & Yaacob, C. R. (2011). Sensitivity of normality tests to non-normal data. *Sains Malaysian*, 40(6), 637-641.
- Ahmed, K., Alam, K.F., & Alam, M. (1996). An empirical study of factors affecting students' career choice in New Zealand. *Accounting Education: An International Journal*, 6(4), 325-335.
- Ahmed, T., Noor, M.A., Khan, M. A., Afzal, H., & Reman, K.U. (2010). Business graduates career preference: Multinational corporations/ small business entrepreneurship in Pakistan. *Interdisciplinary Journal of Contemporary Research in Business*, 2(1), 80-91.
- Andrew Dutta and Eldos M. Punnoose (2010), "Factors Affecting Choice of First Employer: A Study of Indian Management Graduates", SAGE Publications, Vol 11, Iss 3 pp. 435-448

- Ans De Vos Koen Dewettinck Dirk Buyens, (2008), "To move or not to move?" *Employee Relations*, Vol. 30 Iss 2 pp. 156 – 175
- Bart Cambré Evelien Kippers Marc van Veldhoven Hans De Witte, (2012), "Jobs and organizations", *Personnel Review*, Vol. 41 Iss 2 pp. 200 – 215
- Bathula, H., & Karia, M. (2011). Job preference factors of international students. *International Business Programme*
- Caulfield, J. (2007). What motivates students to provide feedback to teachers about teaching and learning? An expectancy theory perspective. *International Journal for the Scholarship of Teaching and Learning*, 1(1), 1-19.
- Cavana, R. Y., Delahaye, B. L., & Sekaran, U. (2001). *Applied business research: qualitative and quantitative methods*. Australia: John Wiley & Sons Australia Ltd.
- Chan, S. Y. & Ho, S. S. M. (2000). Desired attributes of public accounting firms in the job selection process: An empirical examination of accounting graduates' perceptions. *Accounting Education: An International Journal*, 9(4), 315-327.
- Çiğdem Kaya and Belgin Ceylan (2014), "An Empirical Study on the Role of Career Development Programs in Organizations and Organizational Commitment on Job Satisfaction of Employees", *American Journal of Business and Management*, Vol. 3, No. 3, PP. 178-191
- Demagalhaes, R., Wilde, H., & Fitzgerald, L. R. (2011). Factors affecting accounting students' employment choices: A comparison of students' and practitioners' views. *Journal of Higher Education Theory and Practice*, 11(2), 32-40.
- Dutta, A. & Punnose, E. M. (2010). Factors affecting choice of first employer: A study of Indian management graduates. *Global Business Review*, 11(3), 435-448.
- Faaris Assyifa B Radi (2014), "Analysis of Factor Influencing the career choice of undergraduate UMP Students using Analytical Hierarchy Process (AHP)", Faculty of Industrial Management Universiti Malaysia Pahang
- Gregory, P. J. (2010). Assessing the influence of organizational personality, applicants' need motivation, expectancy beliefs, and person-organization fit on applicant attraction. *FIU Electronic Theses and Dissertations*. Florida International University.
- Hair, J. F., Black, W. C., Babin, B. J. & Anderson, R. E. (2010). *Multivariate data analysis*. Pearson, NJ: Pearson Education Inc.
- Hayibor, S. (2012). Equity and Expectancy Considerations in Stakeholder Action. *Business & Society*, 51(2), 220-262.
- Hsiao-Yen Mao, (2002), "Moderating effect of firm size on the relationship between voluntary employer changes and salary attainment", *International Journal of Manpower*, Vol. 23 Iss 4 pp. 345 – 361
- IFAC. (2008). . . IFAC Global Leadership Survey and the Accountancy Profession Summary Results, P. 1-22.
- John Sutherland, (2013), "Employment status and job satisfaction", *Evidence-based HRM: a Global Forum for Empirical Scholarship*, Vol. 1 Iss 2 pp. 187 – 216
- Jules Carrière Christopher Bourque, (2009), "The affects of organizational communication on job satisfaction and organizational commitment in a land ambulance service and the mediating role of communication satisfaction", *Career Development International*, Vol. 14 Iss 1 pp. 29 – 49
- Job preferences – does age make a difference?" *Facilities*, Vol. 30 Iss 1/2 pp. 78 - 95 John Sutherland, (2011), "Job attribute preferences: who prefers what?" *Employee Relations*, Vol. 34 Iss 2 pp. 193 – 221
- Jones, L. P. (2010). Evaluating generational differences regarding corporate loyalty within the manufacturing industry. Northcentral University.
- Katamba, D. (2010). Corporate social responsibility, organizational culture, ethical citizenship and reputation of financial institutions in Uganda. Markere University.
- Kamarul Zaman Ahmad, Nor Khasimah Aliman, Nurul Shanaz Ahmad Mahdzan, Maria Azlina Kamarudin, Chow Yee Peng, and Tusha Nandita (2004), "Emotional Stability and Perception of Job Security in the Services Sector in Malaysia", *Malaysian Management Journal* Vol 8, Iss2, PP. 1-15
- Liao, H. L., Liu, S. H., & Pi, S. M. (2010). Expectancy theory predictions of blogging intention and conducts. *Issues in Information Systems*, 11(1), 669-677.

- Lin Xiu Gerui (Grace) Kang Alan C. Roline, (2015), "Who negotiates a higher starting salary?" *Nankai Business Review International*, Vol. 6 Iss 3 pp. 240 – 255
- Liu, J. (2010). A study on college job applicant's intention to refuse job offer. University of Missouri.
- Mohammad Ahmadi Marilyn M. Helms Patricia Nodoushani, (1995), "A factor-analytic approach profiling job selection differences of male and female accountants", *Managerial Auditing Journal*, Vol. 10 Iss 7 pp. 17 – 24
- MohdFitriMansor, Nabilah Huda Halim, BibiNorainiMohd Yusuf, Noor Hidayah Abu., Factors Influencing Decision on Job Application: A Study of Graduate's Business School Perspective. *Aust. J. Basic & Appl. Sci.*, 8(1): 499-507, 2014
- Mohammad Saeid Aarabi, Indra Devi Subramaniam & Abu Baker Almintisir Abu Baker Akeel (2013), "Relationship between Motivational Factors and Job Performance of Employees in Malaysian Service Industry", *Asian Social Science*; Vol. 9, No. 9
- Malaysian Institute of Accountants. (2012, June). MIA supports government's call to increase the number of chartered accountants. Retrieved January 25, 2013, from [http://www.mia.org.my/new/news\\_details.asp?ID=2139](http://www.mia.org.my/new/news_details.asp?ID=2139)
- Moore, K. M. (2011). Variables of workplace deviance: An examination of the affects of personality, age, family responsibility, and job security. California State University.
- Nash, M. S. & Bradford, D. F. (2011). Parametric and nonparametric logistic regressions for prediction of presence/ absence of amphibian. U. S. Environmental Protection Agency (EPA).
- Nasir, N. M., Ghani, E. K. & Said, J. (2009). Why do not accounting graduates want to become accountants? *Journal of Modern Accounting and Auditing*, 5(5), 59-65.
- Neetu Jain Prachi Bhatt, (2015), "Employment preferences of job applicants: unfolding employer branding determinants", *Journal of Management Development*, Vol. 34 Iss 6 pp. 634 – 652
- Spero C. Peppas, (2002), "Job selection criteria: a study of subcultural differences in perception", *Equal Opportunities International*, Vol. 21 Iss 2 pp. 1 – 12
- Sobia Shujaat, Farooq-E-Azam Cheema, and Amir Manzoor (2014), "Importance of Motivational Factors among Fresh Graduate Employees", *Journal of Business Studies (Formerly Journal of Management & Social Sciences)*, Vol. 9, No. 1
- Tan, L. I. (2010). Factors influencing career choice in the technical career among engineers at a multinational company. Universiti Utara Malaysia.
- Tyrone M. Carlin Nigel Finch Nur Hidayah Laili, (2009), "Investigating audit quality among Big 4 Malaysian firms", *Asian Review of Accounting*, Vol. 17 Iss 2 pp. 96 - 114 Peggie Rothe Anna-Liisa Lindholm Ari Hyvönen Sui Nenonen, (2012), "Work environment
- Yusoff, Y., Omar, A. Z., Awang, Y., Yusoff, R., & Jusoff, J. (2011). Does knowledge on professional accounting influence career choice? *World Applied Sciences Journal (Special Issue on Bolstering Economic Sustainability)*, 12, 57-60.
- Wim Groot Henriëtte Maassen van den Brink, (1999), "Job satisfaction of older workers", *International Journal of Manpower*, Vol. 20 Iss 6 pp. 343 – 360.