

**UNRAVELLING THE CAREER MAZE: EXPLORING CAREER PLANNING
DECISIONS AMONG MANAGEMENT STUDENTS IN TIRUNELVELI DISTRICT**

S.Senthur Pandian

Research Scholar, PG & Research Department of Management Studies, (JIM),
St. Joseph's College (Autonomous),
(Affiliated to Bharathidasan University, Trichirappalli – 643 102), Tamil Nadu – India.

Nisha Thundiyil

Assistant Professor & Research Advisor, PG & Research Department of Management Studies,
(JIM),
St. Joseph's College (Autonomous),
(Affiliated to Bharathidasan University, Trichirappalli – 643 102), Tamil Nadu – India.

Abstract: Career planning decisions serve to be acutely important for having a beneficial career from the basal level. The study focused on the various factors which aids the management students of the Tirunelveli District to choose a career of their choice. With the integration of survey responses from 55 participants, the examination of the key factors were observed. The primary quantitative data was run through the software of SPSS for assessing the variables of the study in a statistical manner.

Keywords: *Career planning decisions, Tirunelveli District, management students, social status, income, self- importance, personality of students*

Introduction

The Tirunelveli District in Tamil Nadu has been recorded to contain a large number of literates, where a total of 385,976 educated individuals prevail (Censusindia.co.in, 2023). Out of the total, 198,745 are males and 187,231 are females (Censusindia.co.in, 2023). The average rate of literacy in the district has been recorded to be 90.39%, where male literacy rate is 94.75% and female literacy rate is 86.18% (Censusindia.co.in, 2023). From such an aspect, it can be easily assumed that the presence of career planning for the students is highly necessary for the beneficial development of the students towards their future.



Figure 1: Map of Tirunelveli district in Tamil Nadu, India

(Source: Censusindia.co.in, 2023)

The purpose of the study has been to focus on the decision making and career planning patterns of the students of management in Tirunelveli.

Aim

The aim of the study is to interpret the different factors impacting the career planning decisions of the management students in the Tirunelveli District.

Objectives

The developed objectives for the study are as follows:

RO1: To inspect the various factors impacting the decision making of the management students in the Tirunelveli District.

RO2: To examine the benefits of career planning for the management students in the Tirunelveli District.

RO3: To evaluate the limitations of career planning for the management students in the Tirunelveli District.

RO4: To analyse the strategies for improving the career planning decisions for the management students in the Tirunelveli District.

Literature Review

Factors impacting the decision making of the management students in the Tirunelveli District

Career progression is a significant task which needs to be pursued by the students towards a better direction to their future. According to the comments by Abu Saa, Al-Emran & Shaalan (2019), one of the major factors of career planning is the social status of the students. Children from socially acceptable status, who are sound in terms of the social aspects, are highly susceptible to a better future. On the other hand, as depicted by Al Kurdi et al. (2020), the presence of sufficient

income of the parents propel the management students to achieve their desired direction in the stream.

As stated by Dehghani (2020), the viewpoint of the students towards themselves and the presence of a sturdy self- importance allows the pupils to achieve their own direction within the stream. Alternatively, according to the views of Su & Guo (2021), the personality of the students during their choices of career planning, also affects the innate attraction of the students towards their chosen path. Hence, the inculcation of such factors within the pupils of management studies in the Tirunelveli District affects their decision making.

Significance of career planning for the management students in the Tirunelveli District

Career planning is prevalent for acting as a streamlined road map for the achievement of the desired outcome of their education. As per the comments by Almaiah, Al-Khasawneh & Althunibat (2020), through the presence of a career planning, informed decision making can be achieved by the pupils. On the other hand, as per the notions by Alqahtani & Rajkhan (2020), the provision of clarity within the professional stream can be achieved with the predefined development of the career pathway. Therefore, the presence of a strong planning ground for the management students to achieve their desired direction can be enabled through such a measure.

Issues in career planning for the management students in the Tirunelveli District

The application of career planning measures can be dire in respect to the lack of qualifications in such a direction. As per the statements by Barrot, Llenares & Del Rosario (2021), the ability to develop career planning in a strategic manner is necessary for increasing the potential of achieving the desired goal. On the other hand, according to the thoughts by Abuhassna et al. (2020), the changes being present in the industry of management cannot be easily forecasted by the students without expert advice. Therefore, the presence of career planning strategies proves to be extremely important from the basic levels, and with an extensive amount of knowledge, for reaching the prosperity of the management studies for the students in the Tirunelveli District.

Strategies for improving the career planning decisions for the management students in the Tirunelveli District

The development of career planning takes into consideration several tactics for the achievement of the desired outcome. According to the opinions of Elumalai et al. (2021), the reviewing of the strengths and the weaknesses of the students proves to be highly important for identifying the direction to be taken for the future aspects. On the other hand, as mentioned by Su et al. (2021), the construction of a strong connection and the researching of the possibilities for increasing the knowledge of the management market serves to be significant. Hence, the inculcation of a strategic direction for the enhancement of the career planning notions for the students of the management course is extremely beneficial.

Methodology

The study was conducted with the help of primary quantitative data obtained from 55 participants regarding both demographic and variable related analysis of the core topic of study. As per the depictions by Pandey & Pandey (2021), the inculcation of the primary data from the participants helps to analyse the study topic from the point of view of the participants.

Understanding the various factors of decision making in career planning was achieved with the help of survey analysis of the obtained data through SPSS. Positivism research philosophy was integrated into the study for collecting and examining the information, and descriptive research design was performed for assessing the information in an in-depth manner.

Findings

Developed hypotheses

H1: There is a strong connection between social status of management students and career planning decisions in Tirunelveli district

H2: There is a linkage between the distribution of income and career planning decisions in Tirunelveli district

H3: There is an association between self- importance of the career and career planning decisions in Tirunelveli district

H4: There is a relationship between personality of the students and career planning decisions in Tirunelveli district

Demographic analysis

What is your age?

	Frequency	Percent	Valid percent	Cumulative percent
Valid 1	28	49.1	50.9	50.9
2	18	31.6	32.7	83.6
3	9	15.8	16.4	100.0
Total	55	96.5	100.0	
Missing system	2	3.5		
Total	57	100.0		

Figure 3: Age of the respondents

The above figure illustrates the age ranges of the respondents. 49.1% of the total participants belonged to the age bracket of 18 to 25 years, 31.6% were present in the 26 to 45 years of age, and 15.8% were from 46 to 65 years. Hence, it can be noted that the majority of the participants were between 18 and 25 years.

What is your gender?

	Frequency	Percent	Valid percent	Cumulative percent
Valid 1	18	31.6	32.7	32.7
2	28	49.1	50.9	83.6
3	9	15.8	16.4	100.0
Total	55	96.5	100.0	
Missing system	2	3.5		
Total	57	100.0		

Figure 4: Gender of the respondents

The above figure identifies that the majority of the participants had chosen the first option, which was male, for the survey. 31.6% of the total participants were males, 49.1% were females, and 15.8% did not want to reveal their gender. From such an aspect, the survey was completed mostly by female respondents.

What is your educational qualification?

	Frequency	Percent	Valid percent	Cumulative percent
Valid 1	18	31.6	32.7	32.7
2	18	31.6	32.7	65.5
3	9	15.8	16.4	81.8
4	10	17.5	18.2	100.0
Total	55	96.5	100.0	
Missing system	2	3.5		
Total	57	100.0		

Figure 5: Educational qualification of the respondents

From the above figure 5, it can be identified that the highest number of respondents chose option 1 and 2, aligning with the high school pass outs and undergraduates. Both achieved 31.6%, which was followed by the postgraduates with option 4 at 17.5%.

Variable related analysis

Descriptive Statistics

	N	Range	Minimum	Maximum	Sum	Mean		Std. deviation	Variance	Skewness		kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistics	Statistic	Std. error	Statistic	Statistic	Statistic	Std. error	Statistic	Std. error
IV 1	55	8.00	9.00	17.00	708.00	12.8727	.27223	2.01893	4.076	1.161	.322	.529	.634
IV2	55	10.00	3.00	13.00	592.00	10.7636	.37061	2.74849	7.554	-.832	.322	-.606	.634
IV3	55	5.00	4.00	9.00	353.00	6.4182	.28508	2.11425	4.470	.106	.322	-1.703	.634
IV4	55	4.00	6.00	10.00	430.00	7.8182	.1812	1.34840	1.818	.344	.322	-1.118	.634

Valid N (listwise)	55												
---------------------------	-----------	--	--	--	--	--	--	--	--	--	--	--	--

Figure 6: Descriptive analysis of the variables

The various frequency functions such as the mean, sum, minimum, maximum, standard deviation, variance, skewness and kurtosis of the variables of the study had been examined. The highest standard deviation has been seen to be present for the variable of the distribution of income, which relates to the expansive distribution of such a factor.

Correlation

	IV1	IV2	IV3	IV4	DV
IV1 Pearson Correlation	1	-.789	-.050	.405	-.152
Sig. (2-tailed) N	55	55	55	55	55
IV2 Pearson Correlation	-.789	1	.328	-.356	.549
Sig. (2-tailed) N	55	55	55	55	55
IV3 Pearson Correlation	.405	-.356	-.273	1	-.298
Sig. (2-tailed) N	55	55	55	55	55
IV4 Pearson Correlation	-.152	.549	.543	-.298	1
Sig. (2-tailed) N	55	55	55	55	55

Figure 7: Correlation test

The total number of samples has been recognized to be N, which is 55 for the total number of respondents of the study. According to the workings by Senthilnathan (2019), the positive values of the correlation coefficient aligns with the positive directly proportional relationship between the variables of the study. From the table, the self- importance of the management students have been seen to impact the decision making process in a positive manner.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin – Watson
					R Square Change	F Change	Df 1	Df 2	Sig.F. Change	

1	.700	.490	.449	.606	.490	11.992	4	5	.000	2.552
---	------	------	------	------	------	--------	---	---	------	-------

Figure 8: Model summary of the variables

From figure 8, it can be noted that the value of standard error of estimate is 0.606 and shows that the dataset contained a certain amount of random error. The value of Durbin Watson had been identified to be 2.552 which shows that there is a relationship occurring between the variables of the study.

ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1. Regression	17.627	4	4.407	11.992	.000
Residual	18.373	50	.367		
Total	36.000	54			

Figure 9: ANOVA test of the variables

The test of ANOVA examines that the overall value of significance for the data set is to be 0.000. Hence, from such a value it can be noted that most of the hypotheses which had been developed for the study are valid and affirmative.

Coefficients

Model	Unstandardized coefficients		Standardized coefficients	T	Sig	95.0% confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	-.402	.777		-.517	.608	-1.962	1.159
IV1	.344	.050	.850	6.824	.000	.243	.445
IV2	.020	.036	.069	.564	.575	-.052	.093
IV3	.114	.042	.294	2.672	.010	.028	.199
IV4	-.252	.083	-.417	-3.056	.004	-.418	-.086

Figure 10: Coefficients of the variables

Based on the above table, three hypotheses of the study have been confirmed, which are H1, H2 and H4. In the thoughts and beliefs by Almquist, Kvart & Brännström (2020), the significance value is to be less than 0.05 for the respective hypothesis to be proved through the test. Due to the fact that the value of Sig. for IV3 is more than 0.05, the particular hypothesis has been rejected.

Reliability Statistics

Cronach's Alpha	Cronach's Alpha Based on Standardized Items	N of items
.802	.848	5

Figure 11: Reliability test

The value of Crohnbach's alpha has been recorded to be 0.802, as per the above figure. From such a denomination, it can be suggested that there is an internal consistency present between the elements of the study.

KMO and Bartlett's Test

Kaiser – Meyer – Olkin Measure of Sampling Adquacy	.500
Bartlett's Test of Sphericity	Approx. Chi-Square
	122.943
df	10
Sig.	.000

Figure 12: Validity test

Figure 12 mentions that the value of df or degree of freedom is 10, suggesting that there are 10 possible logically independent situations which can be presented within the dataset.

Discussion

The inclusion of the factors impacting the career planning and decision making serves to be acutely important for the development of the strategic notions. As seen from the findings of the study, the presence of a socially sound family, the income range and the personality of the students play a vital role to mould the management pupils of the district. With the value of significance being 0.000, the affirmation of the hypotheses which proves the presence of an effective association between the three variables and the career planning pathway has been noted in the study. According to the suggestions of Abu Saa, Al-Emran & Shaalan (2019), the presence of a socially stable family allows the management students of such a family to recognise their potential and choose their direction of study. On the other hand, as opined by Al Kurdi et al. (2020), there is a requirement of a stable family income to pursue higher studies, and develop their career pathway towards a better direction. Along with such, as commented by Dehghani (2020), the presence of the examined pros and the cons of the students as the personality, is highly important as it directly affects the choices and the tactics to be taken while pursuing the management studies. Therefore, the construction of the planning pattern is highly dependent in the three such factors and helps in streamlining the management pathway of the students.

Conclusion

Hence, the study examined the impact of the factors related to the decision making and career planning of the management students in the Tirunelveli District. The study focused on the impact and the importance of career planning and its related decision making patterns for the students of the management studies, located in the Tirunelveli District. The social status, parental influences, family's socioeconomic nature, ideology of the parents and their income levels, along with the personality of the students have proven to be highly impactful on the decision making patterns of the students.

References

- Abu Saa, A., Al-Emran, M., & Shaalan, K. (2019). Factors affecting students' performance in higher education: a systematic review of predictive data mining techniques. *Technology, Knowledge and Learning*, 24, 567-598. <https://link.springer.com/article/10.1007/s10758-019-09408-7>
- Abuhassna, H., Al-Rahmi, W. M., Yahya, N., Zakaria, M. A. Z. M., Kosnin, A. B. M., & Darwish, M. (2020). Development of a new model on utilizing online learning platforms to improve students' academic achievements and satisfaction. *International Journal of Educational Technology in Higher Education*, 17, 1-23. <https://link.springer.com/article/10.1186/s41239-020-00216-z>
- Al Kurdi, B., Alshurideh, M., Salloum, S., Obeidat, Z., & Al-dweeri, R. (2020). An empirical investigation into examination of factors influencing university students' behavior towards elearning acceptance using SEM approach. <https://www.learntechlib.org/p/216583/>
- Almaiah, M. A., Al-Khasawneh, A., & Althunibat, A. (2020). Exploring the critical challenges and factors influencing the E-learning system usage during COVID-19 pandemic. *Education and information technologies*, 25, 5261-5280. <https://link.springer.com/article/10.1007/s10639-020-10219-y>
- Almquist, Y. B., Kvarst, S., & Brännström, L. (2020). A practical guide to quantitative methods with SPSS. http://pstorage-su-4954321.s3.amazonaws.com/22477367/Almquist_Kvarst_Brannstroem_SPSS_Apr30.pdf
- Alqahtani, A. Y., & Rajkhan, A. A. (2020). E-learning critical success factors during the covid-19 pandemic: A comprehensive analysis of e-learning managerial perspectives. *Education sciences*, 10(9), 216. <https://www.mdpi.com/2227-7102/10/9/216>
- Barrot, J. S., Llenares, I. I., & Del Rosario, L. S. (2021). Students' online learning challenges during the pandemic and how they cope with them: The case of the Philippines. *Education and information technologies*, 26(6), 7321-7338. <https://link.springer.com/article/10.1007/s10639-021-10589-x>
- Censusindia.co.in. (2023). *Tirunelveli Population 2023*. Censusindia.co.in. Retrieved from <https://www.census2011.co.in/census/city/489-tirunelveli.html#:~:text=Tirunelveli%20Literacy%20Rate%20and%20Sex%20Ratio&text=Average%20literacy%20rate%20of%20Tirunelveli,is%20951%20per%201000%20boys>. On 7/08/2023
- Dehghani, A. (2020). Factors affecting professional ethics development in students: A qualitative study. *Nursing ethics*, 27(2), 461-469. <https://journals.sagepub.com/doi/abs/10.1177/0969733019845135>
- Elumalai, K. V., Sankar, J. P., Kalaichelvi, R., John, J. A., Menon, N., Alqahtani, M. S. M., & Abumelha, M. A. (2021). Factors affecting the quality of e-learning during the COVID-19 pandemic from the perspective of higher education students. *COVID-19 and Education: Learning and Teaching in a Pandemic-Constrained Environment*, 189. <https://books.google.com/books?hl=en&lr=&id=2IAwEAAQBAJ&oi=fnd&pg=PA167>

&dq=Factors+impacting+the+decision+making+of+the+management+students&ots=Tgu
WvdRz2n&sig=11DFhzBnninUF-6EEIXSJL4T_r4

Pandey, P., & Pandey, M. M. (2021). Research methodology tools and techniques. Bridge Center.
<http://dspace.vnbrims.org:13000/jspui/bitstream/123456789/4666/1/RESEARCH%20METHODOLOGY%20TOOLS%20AND%20TECHNIQUES.pdf>

Senthilnathan, S. (2019). Usefulness of correlation analysis. *Available at SSRN 3416918*.
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3416918

Su, C. Y., & Guo, Y. (2021). Factors impacting university students' online learning experiences during the COVID-19 epidemic. *Journal of computer assisted learning*, 37(6), 1578-1590.
<https://onlinelibrary.wiley.com/doi/abs/10.1111/jcal.12555>

Su, Y., Zhu, Z., Chen, J., Jin, Y., Wang, T., Lin, C. L., & Xu, D. (2021). Factors influencing entrepreneurial intention of university students in China: integrating the perceived university support and theory of planned behavior. *Sustainability*, 13(8), 4519.
<https://www.mdpi.com/2071-1050/13/8/4519>

Appendix 1: Questionnaire

1. What is your age?
2. What is your gender?
3. What is your educational qualification?
4. The career planning decisions for the management students in Tirunelveli district is dependent on an extensive number of social and economic factors.
5. Career planning decisions depends largely on the social status of students and the family background.
6. Parental influences have a direct effect on the development of an individual's career choice.
7. The higher the family's socioeconomic status, the higher the enthusiasms for learning the children have.
8. The promptness of the career planning decisions is based on the ideology of the parents.
9. Career planning decisions is impacted by the distribution of income in the family.
10. Career planning helps in bringing a financial stability to the family.
11. The cost of professional certifications impacts the career planning decisions for the family.
12. Self- importance in terms of clear understanding of skills, interests, and goals helps to make career planning's.
13. Informed decisions can be made in regards to the skills and qualities of the management students for reaching their career pathways.
14. Personality of the students helps to establish strengths and weaknesses, impacting career pathways.
15. The existing technical and theoretical skills are dependent in the personality of the students.