

Factors that influence Career choice and career management process of the students -A Study in Western Odisha

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Abstract

Choosing the career is now a more tactical phase in new students today. Social status, internet, advertising, social media, creation of new things, high profile employment, social impact, career-related debate, media, or any role models are some of the variables that affect students' careers while choosing their professional pathways. In this study, we looked at how using social media affects students' decision-making when picking a career path, as well as how it affects women's career development. We targeted higher secondary science students for our data collection. For this study, we developed a survey to inquire about students' motivations for pursuing their chosen majors and personal traits that may have a role in their final decision. There are two components to the questionnaire: social media and career development. After gathering the data from the students, Statistical techniques and analytics, and model construction were performed using a set of processes.

Keywords: social media, career development, career choice.

Introduction

The career decision-making process is the culmination of key stages in one's professional growth. Since the tenth grade of senior/vocational high school, students have been expected to be able to pick appropriate occupations[1]. The internal and external elements of a person have a considerable influence on the profession choosing process throughout the development phase. Different combinations of these elements interact with one another on a regular basis, resulting in various choices. Educational or professional preferences, for example, are thought to be the consequence of evaluative self-observation based on learning experiences connected to career assignments, and they may be influenced by subsequent environmental events and social learning. During the profession choosing process, students attempt to gather information from numerous readily available sites. It is commonly known that features of students' socialization with the surrounding environment, as well as students' social structure and social structure in the world around them, impact the job decision process[2]. Furthermore, family ties and students' lives are seen as crucial in the profession choosing process that they undertook. Later, it was shown that emotional intelligence has an impact on professional decision-making and selection processes, at least in terms of values, interests, and career objectives.

The advancement of technology enables students to receive knowledge from many sources without being constrained by distance or time. The advancement of education also leads to

the usage of technology, which enables students to obtain learning material directly from their own hands. Students' access to information through their devices has the potential to affect their educational aspirations, job expectations, and self-efficacy in selecting a vocation[3]. Preliminary knowledge is vital for students' future career development since research reveals that students retain their profession choice identities at the start of the study period as a result of their learning experiences and interventions for the creation of information about their careers.

According to data, there are 130 million social media users in Indonesia. Another statistic suggests that the typical Indonesian spends 51 minutes on social media. This data illustrates that social media has a significant amount of time to capture people's attention[4]. While browsing social media, there is a good chance that someone may learn about job prospects, further education, and life success tactics that are vital for one's professional growth. Such information will influence their motivation and perspective while making professional decisions. Despite the availability of varied reasons and interests in selecting a job, deciding career choices is also heavily impacted by gender stereotypes in accessible employment options.

Students, as part of the process of choosing a professional path, make an effort to gather knowledge from a variety of sources that are easily available to them. It is a generally held belief that the process of choosing a vocation is in some way impacted by the student's level of socialization with the society around them, as well as the students' own social structure and the social structure of the environment in which they are immersed. In addition, the students' familial ties and the lifestyles that they lead are taken into consideration as crucial factors in the process of profession choice that they engage[5]. Later on, Researchers have shown that EQ has a role in both picking a job and deciding where to take it, at least in terms of the values, interests, and career goals that an individual has.

The positive impact of social media on the academic life of students

Allows Students to Gain Extensive Knowledge

Students have the opportunity to improve their academic performance and optimize their knowledge via the collection of relevant information made available through social media[6]. Students in today's schools have the opportunity to engage with a variety of online communities by using a variety of social media platforms.

It helps facilitate collaboration and teamwork

When it comes to assisting students in getting to know one another and working together on the learning process, there is no instrument that compares favourably to social media. It helps to close the communication gap between the students by giving them the chance to discuss the challenges they are facing with any given work and enabling them to get solutions from their other students or classmates[7].

If a student discovers that they are struggling in a specific class, they have the option of opening up about it in a conversation on a social media platform and receiving assistance from either their lecturers or their fellow students.

Social Media Can Serve as an Online “Classroom”

The pupils' attention need not be diverted away from the schoolwork they are now working on by the use of social media[8]. In addition to this, it enables instructors to connect with their students in more meaningful ways by providing them with additional communication channels.

Teachers are able to establish private Facebook groups for educational purposes, where they may publish assignment requirements and respond to queries offered by students in the form of comments and direct messages. Although there are certain benefits to instructing students in person, this presents an opportunity to engage with them in a setting that goes beyond the typical classroom environment[9]. Students who perform significantly above or below average may benefit from the addition of such a class to the usual educational experience.

Ease of Access to an Abundance of Data

Students have access to a large number of different groups on various social media platforms. These groupings are connected to the student's field of study, as well as their schools, environments, and a great deal more[10].

Students will have easier access to information that is both factual and relevant if they are members of relevant groups on important platforms like Twitter, Facebook, and WhatsApp. They might also visit YouTube to view instructional videos in order to better understand the intricate ideas associated with a certain topic.

The Negative impact of social media on the academic life of students

The use of social media is also accompanied by a certain quantity of unfavourable impacts. You may find a few of them mentioned down below.

It takes away your productive hours

There are a lot of kids who can't live a regular life without using social media, and it's difficult for them to do so. They spend a significant amount of time just scrolling through the feeds without doing anything else. They often find it difficult to ignore social media and, as a result, allow themselves to get side-tracked[11]. Because of this, they end up devoting less time to their education or to the development of skills that are essential to their careers.

Prevents the development of real connections

Students will spend less time engaging in face-to-face interaction with people in proportion to the amount of time they spend on social networking websites. This has an effect on their ability to communicate. Students often struggle with both verbal and nonverbal communication and socializing skills while interacting in person with others. Student's ability to communicate effectively is very necessary to their success in the working world when they graduate. However, it has been shown that students' communication abilities suffer when they spend an inordinate amount of time on social media.

Poor creative writing skills and understanding of language

The usage of correct language has suffered in this day and age when it is almost impossible to find a statement that does not include the expressions "LOL" or "BRB." In their academic

papers, it is not unusual for students to use unsuitable language or to shorten phrases in unacceptable ways[12]. They begin to rely on the grammar and spelling checker that is already installed on their phones. This has a detrimental influence on both their grasp of the language and their ability to think creatively about writing.

Objectives of the study

- To find out various factors that influence students' career choices.
- To analyse the impact of social media on career development.

Significance of the study

The significance of this research lies in the fact that it aimed to determine the social media factors that impact students' choice of a job and the characteristics that are associated to students' perseverance in their training. For students to be successful in achieving their professional objectives, they need to be aware of which factors are having the greatest impact and which aspects are having no impact.

Purpose of the study

The research sought to determine the most relevant elements influencing students' job choices through social media. Because a student's future is dependent on their career choice, he or she will be successful if they make the appropriate choice. They will not be successful in their jobs if they make the incorrect option or are dissatisfied with their work obligations.

Literature Review

Edris Zamroni, 2018 The goal of this research is to determine whether or not students have a strong inclination to marketing communication tool as a type of media literacy before deciding on a future profession. [13] The survey found that 61% of college students rely on social media to research potential future professions. This highlights the critical function that social media platforms play in supporting students in selecting the course of their professional life in the future.

The author of this piece of work **M Borchert, 2020** detailed many of the factors that high school students examine while deciding on future occupations. Another advantage is that students would be able to research the strategies they utilise to pick a career route. [14]. Many potential avenues for future professional activities emerged from the literature review. According to the literature review, three components of students' life impact their career choices: their environment, the chances accessible to them, and their personalities. Each of the three had a distinct role in shaping the career outcomes.

[15] **Ndubuisi Eze Chukwu, 2022** The study set out to examine what characteristics influence career choices among high school students. The research method was retrospective. The investigation was structured around four research questions as well as four alternative hypotheses. To use a multi-stage sampling strategy, we were able to choose a group of 65 students. The information was acquired by means of a self-designed questionnaire using a Likert scale. The study's considerable shortcomings were acknowledged, as well as criticisms and suggestions for further research.

In this research, the author **Asma Shahid Kazi, 2017** [16] Numerous variables influencing the employment choices for 432 students attending two public sector institutions in Lahore were investigated. The data for this research was gathered using a questionnaire, in-depth interviews, and in-depth interviews. According to the numbers, parental influence is the strongest, followed by that of friends, gender, the press, economics, personal motivation, and personal passion.

[17] **Mubashir Zafar, 2019** explained about student's career choice. The appropriate decision will help their careers. The study's goal is to look at the impact of career counselling on the employment choices of Karachi high school students. To determine career counselling in career planning, the Chi-square test as well as logistic regression were utilised. The average age of the participants was 17.13 1.29. The majority of males (46% and 27%) sought school-related and career counselling, and Controlling for other factors, the odds ratios (OR) for being male, having good grades, and having highly educated parents were all 2.33 or 2.05, respectively. Students seek career counselling via workshops, seminars, and the social media.

The author of this research **Natasha Cooper, 2013** students from underrepresented racial and ethnic groups at a large public university were studied to determine the extent to which media portrayals of those groups may affect the career decisions of students from those groups as well as ethnic minority backgrounds [18]. (N = 21) Students for this research were picked from two university organisations that concentrate on media-related tasks. The author suggests various possible explanations for this apparent disparity, as well as potential new areas of investigation for scholars to investigate in the future.

[21] **Josephine Nyamwange, 2016** In this research, the author investigated how interest influences first-year college students' career choices. This study included 296 first-year students from six different colleges. Purposive and systematic sampling were employed to choose respondents for the descriptive survey. Using SPSS, we performed a descriptive analysis on the collected data. Research shows that students' own interests have a role in their decision making when selecting a career path.

In this article, **Irshad Ahmad Najar, 2019** made an attempt to present a thorough picture of the process of selecting a career and explored the various factors that may be responsible for making a wise decision, as well as the importance of those factors [22]. Choosing the proper career or making decisions about the career you are going to pursue may be challenging.

Methodology

The major goal of this research is to determine how social media influences students' career choices. Higher secondary science students were the study's target participants, and the information was gathered by means of a survey. The students willingly took part in the poll in an anonymous fashion. These students came from various locations in Telangana.

Data collection

Data is acquired from both primary and secondary sources. To collect primary data, the samples are interviewed using closed-ended questionnaires. The survey is broken down into two parts: (1) social media, and (2) career development. Secondary data is acquired from reliable online sources such as journals, books, and blogs.

The surveys were completed by 400 students in all, with 12 full questionnaires saved for future research. . To gather data for this research, we concentrated on higher secondary science students. We assessed the data and built the models using statistical tools and methodologies. The replies of the target participant are graded on a 5-Likert scale.

Techniques and tools used:

In this study, the use of descriptive statistics, and Linear Regression were some of the statistical methods that were used. The statistical calculations were all carried out with the help of the SPSS 20 software package.

Regression Analysis:

The impact of social media on career development was studied utilizing linear regression analysis. the regression coefficient of the independent variable, i.e., social media, upon this dependent variable i.e., career development.

Results

Table 1 Descriptive statistics

Factors	Sam ple size	me an	Stand ard deviati on	Stron gly Disag ree (%)	Disagree (%)	Neutral(%)	Agree(%)	Strong ly Agree(%)	Total(%)
Twitter, YouTube, Instagram, and other related social media platforms influence the students to choose a career.	400	2.70 25	1.41916	20.3	42.5	.5	20.3	16.5	100
Advertise ments on social media do not influence students to choose a	400	2.86 75	1.34330	14.2	38.0	11.3	19.8	16.8	100

particular career.									
Career-related discussion programs, media, etc. encourage me to choose a career.	400	2.8700	1.44337	17.8	39.3	0	24.3	18.8	100
Information from the internet helps to choose the career.	400	3.4500	1.35354	2.3	36.5	11.0	14.5	35.8	100
I will be satisfied with the tools to complete my job, provided by the organization.	400	2.5525	1.40791	27.5	34.0	9.0	14.8	14.8	100
I will be satisfy with my work-life balance.	400	2.8300	1.35303	18.5	31.8	12.0	23.8	14.0	100
Identified skills, knowledge, and abilities will get	400	2.5500	1.27733	22.0	38.0	13.0	17.0	10.0	100

from social media.									
I have established realistic career goals and objectives.	400	3.4675	1.38338	15.5	9.8	14.0	34.0	26.8	100
I will be satisfied with my job and salary.	400	2.7600	1.49264	26.0	31.0	1.0	25.0	17.0	100
Integration of individual career needs and organizational goals is necessary for overall career development.	400	2.8400	1.36347	17.0	35.0	11.0	21.0	16.0	100
Proper understanding of individual career plans helps my organization to provide appropriate career management	400	2.8400	1.42107	21.0	29.0	13.0	19.0	18.0	100

practices.									
I will be satisfied with the future prospects of the organization	400	2.4300	1.48682	41.0	18.0	12.0	15.0	14.0	100

Table 31- showed the statement information from the internet helps to choose this career i.e. (mean=3.45)".the statement I have established realistic career goals and objectives i.e. (mean=3.46)". Career related discussion programs etc. encourage me to choose this career i.e. (mean=2.87)".

H1: There is a significant difference between social media and career development

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
meansEqual variances assumed	.247	.619	-3.986	798	.000	-.18875	.04735	-.28170	-.09580
Equal variances not assumed			-3.986	797.719	.000	-.18875	.04735	-.28170	-.09580

The above table is the t-test table, in “Levene's Test for Equality of Variances” there is an assumption of variances of different groups should be equal when we do mean comparison of two different groups, this is the null hypothesis of this test and the alternate hypothesis is variances are not equal across groups. The p-value for this test is clearly more than 0.05. It follows that we cannot rule out the possibility of the null hypothesis. For this reason, we assume that the variances are equal and examine the first row of data to see whether the null hypothesis has been rejected using "Levene's Test of Equality of Variances." and we consider second row for the remaining analysis.

In this case significance value is less than 0.05, so we have to look in the first row for the remaining analysis. In the “t-test of equality of means” the t value is -3.986 which is less than -2 and the significance value is less than 0.05. So, based on the t value as well as significance value, we may conclude that there is a substantial difference between the two groups. We may infer that there is a major distinction between social media and professional growth.

H2: There is more positive effect of social media on women’s career development than men.

Model Summary

Gender	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Male	1	.672 ^a	.452	.449	.53584
Female	1	.730 ^a	.532	.530	.41758

a. Predictors: (Constant), Social_Media

The degree and direction of a linear connection between two variables may be described by their Pearson correlation coefficient, abbreviated as R. According to the data in the table above, there is a significant positive relationship between social media and career development (measured by the R-value of 0.672 for males). According to the data shown above, there is a significant positive relationship between social media and career development for women (R = 0.730). So from this we can conclude that female group have high strong relationship between social media and career development.

The R² number is used to assess a model's goodness of fit, and it represents the proportion of total variance in the dependent variable which is explained by the independent variable. The R² value of male is 0.452 shows that 45.2% changes in Career Development, and is explained by social media. 54.8% is captured by error term. The R² value of female is 0.532 shows that 53.2% changes in Career Development, and is explained by social media. 46.8% is captured by error term. The R² value of female is greater than male, so we can clearly conclude that the model has a good fit for female group than male.

The adjusted R² value of male is 0.449 shows that about 44.9% changes in Career Development, explained by social media. higher part about 55.1% is captured in error term. The adjusted R² value of female is 0.530 shows that about 53% changes in Career Development, explained by social media. Lesser part about 47% is captured in error term. The adjusted R² value of female is higher than male, we can conclude that the female group has good model fit than male.

ANOVA^a

Gender	Model		Sum of Squares	df	Mean Square	F	Sig.
Male	1	Regression	46.799	1	46.799	162.994	.000 ^b
		Residual	56.850	198	.287		
		Total	103.650	199			
Female	1	Regression	39.279	1	39.279	225.255	.000 ^b
		Residual	34.526	198	.174		
		Total	73.805	199			

a. Dependent Variable: career_Development

b. Predictors: (Constant), Social_Media

The ANOVA test confirms that the overall regression model is significant for female group, this we can say by observing F-statistic value 225.255 which is greater than male group F-statistic value and significance value 0.0 which is less than 0.05.

Coefficients^a

Gender	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			B	Std. Error	Beta		
Male	1	(Constant)	.468	.177		2.646	.009
		Social_Media	.734	.057	.672	12.767	.000
Female	1	(Constant)	.932	.134		6.960	.000
		Social_Media	.667	.044	.730	15.009	.000

a. Dependent Variable: career_Development

The calculated t-value for the relationship between social media and Career Development in male group is 12.767 with the P-value of 0.0 and t-value for the relationship between Social media and Career Development in female group is 15.009 with the P-value of 0.0. The obtained t-value is greater than 2 and the P-value is less than 0.05 at 5% level of significance, and the t-value of female group is higher than male group, so we can conclude that there is a more positive effect of social media on women’s career development than men.

H3: There is a positive relationship between social media and career development

Correlations

		career_Development	Social_Media
career_Development	Pearson Correlation	1	.677**
	Sig. (2-tailed)		.000
	N	400	400
Social_Media	Pearson Correlation	.677**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation table is shown above; the Pearson correlation value is 0.677, and the P-value is less than 0.05 at the 5% threshold of significance. According to the Pearson correlation value, the association between social media and professional advancement is substantial and good. We may infer that there is a positive association between social media and career advancement based on the acquired correlation value and evidence of P-value less than 0.05 at the 5% level of significance.

Conclusion

The goal of this study is to determine the impact of social media on students' career choices. For this research, an experimental evaluation of the influence of social media and results on career development was carried out. The study's intended participants were higher secondary science students, and data were acquired using a survey. We developed a questionnaire for this research study in order to evaluate the qualities and interest areas that may have influenced students' career choices. There are two components to the questionnaire: social media and career development. 400 students completed the surveys, with 12 full

questionnaires preserved for further study. All statistical computations were completed using the SPSS 20 software. From this analysis, we conclude that, there is a positive relationship between social media and career development and also concluded that females have more positive effect of social media on their career development.

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