

Job selection preferences of senior class business students: Evidence from Turkey

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Keywords

Job selection, business students, job attitudes

Abstract

Job selection process pre preferences of business students attracted many researches till today. As graduates from business schools have a large opportunity for choosing their career area, such as human resources management, accounting, finance, marketing, public relations, etc.; their preferences and perceptions about firms affect their job selection process. Knowing the job selection preferences of business students as potential employers; is important for firms that are willing to employ high- quality and well educated personnel. The aim of this paper is to evaluate the job selection preferences of the senior class students of Uludag University Business Administration Department. Five hundred and five (505) students completed this questionnaire (Margin of error: %5). Our hypotheses are following:

H₀: There is no relationship between female students and male students about job attributes.

H₁: There is relationship between female students and male students about job attributes.

H₀: There is no relationship between higher academic average grade and lower academic average grade about job attributes.

H₁: There is relationship between higher academic average grade and lower academic average grade about job attributes.

In order to test our hypothesizes, the students were asked first to provide specified demographic information and then to give relative importance of 18 selected job attributes. The job attributes were acquired from studies conducted by earlier literature (Reed and Kracman 1989, Iacovou, Shirland, Thampson 2011, Bundy and Norris 2011). The students as potential employers were asked to rank the job attributes in order of perceived importance using a five- point likert scale (1:Not important, 5:Very important). We aimed to find out an overall rating of 18 job attributes by this scale. Mann Whitney U analysis was used to test the relationships between 18 job attributes and demographic information of students such as gender, age and general academic average grade.

Data were analyzed using SPSS version 22.0 software. The reliability of the questionnaire was measured by Cronbach's alpha coefficient. Cronbach's alpha value was found to be 0.786.
