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Intention of students

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ABSTRACT

The purpose of this study is to determine the university student's intention toward doing job or business. This study is based on primary data in which data collected from 150 students of different university of Lahore District, Pakistan. We use self administrated approach. The response rate is 86%. 64% of the students decide to do job and 33% decided to start their own business. 80% female are interested to do job, and 54% male willing for job because female are less risk taker rather than male. Female performance more to do a job rather than business because male to do business rather than job.

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Introduction

Gender difference in thinking creates a great effect on the job and business. Thinking differ according to society, environment and many other bases by which they value the job and business that other things is pay or earning preference, timing preference, salary expectation, reward impact is extrinsic or intrinsic, working culture. Different personality traits, education, skill, living standards also cause impact on the human mind whenever he or she do the job or business. Desirability of doing job is more in females rather than males. Unemployment ratio increase worldwide due to recession student or gradates moving toward the field of entrepreneurship (trying to do self business).

Personal and environment based determinant income and salary changing the mind of individual toward job or business. Macroeconomics level of country is also causes impact on the student mind for preference of doing job or business. Problem comes also that change the preference like in this male dominance society and female some varies suffer regarding their job, evaluation and promotion. Some time face discrimination glass ceiling effects. Not finding the equal opportunity in workplace communication gap and gap in power distribution mostly face by women than a male No doubt much talented and harder work and determination in doing job but due to not satisfaction and demotivate due to these issues. Main problem is also face during the recruiting process.

These issues direct effect on the performance of the personal intention to do a job. It also increases the turnover. Security on the job is also important when person select or preferred the job, especially the female is much concern about it, about future and not having move from one place to another. Political culture in the organization mean micro political process at work which create hindrance in the career progress of female that is one impact on the thinking and job preference, No doubt women are also happy in the workplace because the expectation and at the same level job and post is lower then the men that way it female more satisfied than the male

Literature Review

Patrician. J. ohlott, Marian N. Ruder man and ate ell (February 1994.) In this research paper male dominate female to the scenario post or position. Female less job opportunities than

men. And also face obstacles in career or development phase. Parvanen Gerlad & Saleh, K.T. In this research paper entrepreneurial activities are not only for the technological for employees and income the competitiveness. Also this research paper tells us the importance of education in the successful performance of new ventures. In this research paper also increase the personality factor as well as self confidence, risk-taking abilities etc.

Margarwt Moorey Marini, Pi-Ling Fan and ate ell (Jan 1996). This research paper tells us gender difference in values may affect the choice of occupations and jobs as well as the way in which jobs are performed. Authors found no gender difference in the extrinsic reward but gender differences are found in intrinsic rewards. Andre Pascal (17 oct 1996) This research paper shows that women jobs are worst than men's. Women show higher level of satisfaction in jobs then men because of lower level of expectations from job then man.

Kuotsai Tom Liou (Summer 1998) This paper tells about the job security issues is also causes impact on the job preference. It also tells those females are more conscious about the job security and personal safety. Muhammad Niaz Asad ullah and Rosa M. Fernandez (July 2008): This research paper tells that female report high level of job satisfaction then man. This research paper shows offend segregation boost the satisfaction of women more then man. Jaffery M. Jones and Gallup Poll: This research paper shows women represents majority of population but in job still face minorities.

Objectives of the study:

- This report examines possible causes of gender segregation and its link to skills investigating young people's perceptions about work and their preferences for jobs. In particular, the aim is to identify ways of ensuring that young people's occupational choices are not determined by their gender or stereotypical views about whether females or males can do particular jobs.
- Surveys and an intervention were used to collect evidence from young people jobs which young people identified as being of interest to them.

Hypothesis Statement

H₀: The desired to do job and business does not varies significant between male and female students of university

H₁: The desired to do job and business does varies significant between male and female students of university

Methodology and Data Collection

Basically this research methodology depends upon the references selection of students from different universities. In this research the target population was all students of 5 universities located in Lahore. The data was gathering from 4 private and one public university. It was tried to gather data from 150 students but only 130 responded.

Questionnaire Structure

For present study we prepared a questionnaire consist two parts one is demographic variable and other part consist different question about the preferences of job and business in males and females.

Sampling

For this specific study the data of male and female students was gathered from 4 private and one public university. It was tried to gather data from 150 students but only 130 responded.

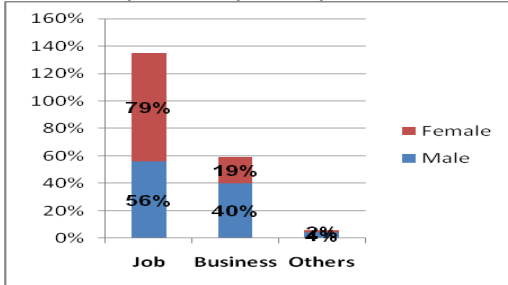
Data Analysis And Results

For this purpose data was operated by using SPSS 16 version and apply different tests.

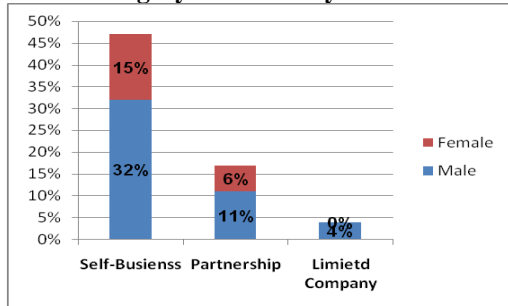
Demographics Profile

Data has been collected from both male& female.63% is males and 37% are females who have filled the questionnaire.62% participants belong to the BBA and 38% belongs to the MBA. Participants had the inspiration in their student life that they will job 64% and 33% inspire to become businessmen.

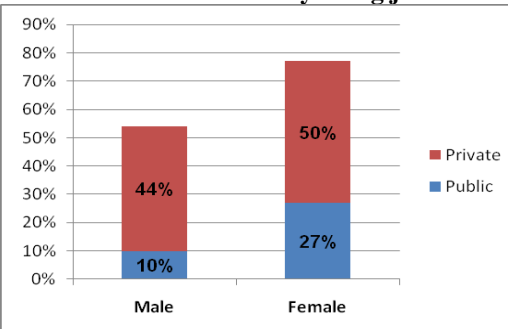
Q.1 After your study what you want to do?



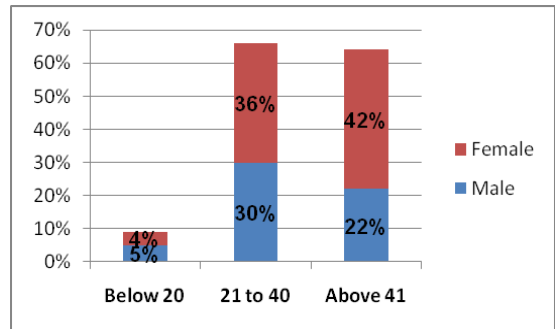
Q.2 What category of business you do after study?



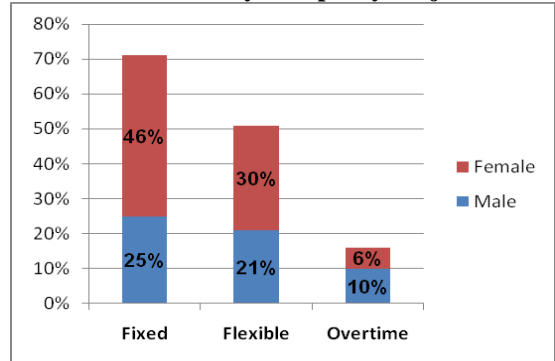
Q:3 Preference of sector if they doing job in country?



Q.4 what is the kind of starting salary (000)/month you envision in any job that you seek to join?



Q.5 What kind of hours do you expect your job to adhere to?



Hypothesis	Z (calculated)	Conclusion
Ho: The desired to do job after study does not vary significantly b/w male and female. (P1=P2)	-2.64	reject Ho.
Ho: The desired to do business after study does not varies significantly b/w male and female.(P1=P2)	1.92	accept Ho.
Ho: Performance of sector (Public or private) does not vary significantly b/w male and female. (P1=P2)	-2.64	reject Ho.
Ho: Performance of salary expectation does not vary significantly b/w male and female. (P1=P2)	-2.64	reject Ho.
Ho: Performance of time does not vary significantly b/w male and female. (P1=P2)	-2.75	reject Ho.

Conclusion

Main purpose of this study is to check the intention for practical life of the universities students. According to the data 56% male are interested doing job and 80% female are interested. In past female less interested in doing job but our research results tells us that female are more interested to do job in country instead of male due to social cultural effect. As the advancement of the education female more motivate to do job and want participate in the practical life. graduate or doing master level then search the job but now a days the unemployment ratio is increase in worldwide and Pakistan that affect the mind of the students that why the male want to do business and our data shows that male much more realistic that female still. The choosing of sector by female as showing that female want more fix and strict time or working hours , whereas the male has not one thinking.

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