

**MANAGEMENT UNDERGRADUATES' PERCEPTION ON
PURSUING PROFESSIONAL QUALIFICATION: SPECIAL
REFERANCE TO LEADING MANAGEMENT FACULTIES IN
SRI LANKAN UNIVERSITIES - UNIVERSITY OF COLOMBO,
SRI JAYAWARDANAPURA AND KELANIYA**



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ABSTRACT

Professional qualification has become a mandatory requirement to compete in the job market in the modern business world. Because professional qualification add value to management undergraduates in addition to their degree programs while ensuring the suitability for employment. The main objective of this study is to find out the management undergraduates' perception on pursuing professional qualifications and the factors influence their decision to pursue professional qualification.

To achieve the above objective a survey using structured questionnaire was used to collect data from 290 final year management undergraduates from three Universities in Sri Lanka (University of Colombo, University of Jayewardenepura, and University of Kelaniya). All the items in the independent and dependent variables were tested through reliability test to ensure the reliability of the scale. Further univariate, correlation and regression analysis were used to analyse the data. In this survey, five variables are addressed under the independent variable as salary, opportunities of advancement, and management undergraduates' perception of accountancy profession, status or prestige of having a professional qualification, and job security & stability. One variable was discussed under the dependent variable as intention to pursue professional qualification in Accountancy field.

The findings of this investigation reveal that most of the management undergraduates have followed professional qualification, and perception/intention of pursuing the professional qualification is at its higher level. All influential factors (salary, opportunities of advancement, and management undergraduates' perception of accountancy profession, status or prestige of having a professional qualification, and job security & stability) were found to be positively correlated with intention to pursue professional qualification. The regression result revealed that the influential factors significantly and positively impact on management undergraduates' intention to pursue professional qualification. Based on the result, the study concludes that professional qualifications are perceived as one of the important factor to face the challenges in the job market.

Keywords: Professional Qualifications, Management Undergraduates, Accountancy Profession

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