

**FACTORS INFLUENCING CAREER CHOICE OF GRADUATES:  
A COMPARATIVE STUDY BETWEEN FACULTY OF COMMERCE AND  
MANAGEMENT AND AGRICULTURE GRADUATES OF EASTERN  
UNIVERSITY, SRILANKA**



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## ABSTRACT

Choosing the perfect career is one of the most important and crucial decision a person has to make. The aim of this study investigated what factors appear to drive the career choice of graduates: A comparative study between FCM and Agriculture graduates of Eastern University, Sri Lanka. Business students and Agriculture student are those who obtained a university degree have different curriculum in their degree program. This study was conducted to identify various factors that FCM and Agriculture graduates perceived to play an important role in their decision to seek a career in the industry. The present study specifically aims to explore the factors ( democratic, family, social environment, personal characteristics and abilities, economic factors, education, profession's level of difficulty, dignity of profession, current affairs, university) influencing career choice of graduates. It also sought to understand the way these factors impacted on FCM and Agriculture graduate's career decision-making. Quantitative methods were used to collect and analyze the data. The quantitative study, which involved 300 questionnaires, was used to help identify the factors that FCM and Agriculture graduates perceived to be important. The collected data was analyzed by using univariate, independent sample t-test and ANOVA.

The study concluded that career decision-making is a complicated process. Although this study provided a structured model to demonstrate how graduates make their career decision, it is essential to recognize the complex range of factors associated with graduate's decisions. As the result of the research, the dignity of profession, personal characteristics and abilities were found to be the most important factors affecting the career plans of university graduates. It was found that the degree of personal characteristics and abilities and economic factor have high effect on FCM graduates career plans and the degree of personal characteristics and dignity of the profession have high effect on Agriculture graduates career plans. It was found and observed that there are statistically significant differences between some factors affecting career plans of graduates between FCM and Agriculture. It was found and observed that there are statistically significant differences between some factors affecting career plans of graduates by their age and year of study which they desire to serve in.

**Keywords:** Career, Career planning, Graduates, FCM, Agriculture

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