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ANALYZING JOB PREFERENCES ACROSS DIFFERENT FIELDS OF STUDY: A STUDY FROM THE VIEWPOINT OF NORTH-EAST INDIA

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ABSTRACT **DOI No: 10.36713/epra20248** **Article DOI: https://doi.org/10.36713/epra20248**

The study is to investigate the job preferences of youths belong to** North-east India **from three distinct fields of study namely Arts, Commerce & Management and Science & Engineering. Specifically, it focuses on the preference for traditional Government and Private Jobs versus entrepreneurship/business ventures. The study utilizes the Kruskal-Wallis test to determine whether significant differences exist in job preferences across the three fields. The results indicate that there is a statistically significant difference in the job preferences of students from different fields, with Commerce & Management students showing a stronger inclination toward entrepreneurship.

KEYWORDS: ***Job preferences, field of study, Government & Private jobs, entrepreneurship***

INTRODUCTION

Job preferences are influenced by a variety of factors, including educational background, personal interests, and market demands. The field of study plays a pivotal role in shaping students' career aspirations and their preference for specific job sectors. While traditional employment in Government and Private sectors has historically been favored, the growing emphasis on entrepreneurship and self-employment, especially in business-oriented fields, has altered the career landscape.

This research explores the job preferences of students in three fields of study a) Arts b) Commerce & Management and c) Science & Engineering focusing on their preferences for Government & Private Jobs versus Entrepreneurship/Business. By analyzing the data using the Kruskal-Wallis test, this study assesses whether significant differences exist between the job preferences of students in these different fields.

LITERATURE REVIEW

Entrepreneurship (Carsrud & Brannback, 2007) is an important parameter for the economic prosperity of individuals, regions, and nations. According to Lawan et al. (2015), the entrepreneurship project has been a remarkable technique for reducing youth unemployment. Previous research has also discovered a strong correlation between entrepreneurial orientation and entrepreneurial intent (Do & Dadvari, 2017).Previous studies have shown that students' career preferences are influenced by their academic discipline. For instance, research by Wicker and Jordan (2017) highlighted that students in business and management-related fields tend to gravitate toward entrepreneurship and self-employment, while those in technical fields, such as engineering and science, often prefer stable employment in large organizations (Chan & Zeng, 2019). According to Gibb (1987), an individual's attitude towards entrepreneurship is a combination of attitudes, values, and beliefs that shape their entrepreneurial intention and self-employment goals. Sharma & Madan (2014) have identified the factors namely education and the personality of the students which have strong influence on students for choosing entrepreneurship as a career. However, studies by Liu et al. (2018) suggest that students in the arts, humanities, and social sciences may be more open to exploring alternative career paths, including entrepreneurship, due to the flexible skill sets fostered in these disciplines. Conversely, technical disciplines have been shown to foster a preference for conventional job roles, with a

focus on research, development, and technical positions in industry**.**

RESEARCH METHODOLOGY

The data for this study has been collected from a total of 500 students across three fields of study: Arts, Commerce, Management, Science and Engineering. The data has been collected through a structured questionnaire distributed among students at various higher educational institutions. The analysis used the Kruskal-Wallis Test, a non-parametric test that compares the mean ranks of multiple independent groups.

OBJECTIVE AND HYPOTHESIS

The objective of the study is to find out if there is a significant difference in job preferences across the three fields of study. The hypothesis of the study has been formd as follows:

H_0: There is no significant difference in job preferences (Government & Private Jobs vs. Entrepreneurship/Business) across the three fields of study.

H_1: There is a significant difference in job preferences across the three fields of study.

DATA ANALYSIS

The exhibit-1 shows the sample selection for the study where the selection have been categorised under a) arts, b) ccommerce & management and c) science & engineering. Science & Engineering is the largest sample, with the highest (40%) number of respondents. However, respondents having background arts along with Commerce & Management covers the 60% of the whole respondents.

Exhibit-1: Field of Study

Subjects of Study	Frequency	Percent	Cumulative Percent
Arts	172	34.4	34.4
Commerce & Management	127	25.4	59.8
Science & Engineering	201	40.2	100.0
Total	500	100.0	

The vast majority of respondents across all fields of study prefer Government and Private Jobs. The exhibit-2 shows that 92.5 % of Science & Engineering students prefer these jobs. Similarly, 88% of Arts students and 84.3% of Commerce & Management students also lean toward Government and Private Jobs. Overall 89% of all respondents prefer Government & Private Jobs, showing a clear trend toward traditional employment options.

Exhibit-2: Cross tabulation on Job Preferences and Field of Study

			Arts	Commerce & Management	Science & Engineering	Total
Job Preference	Govt. & Pvt. Job	Count	152	107	186	445
		% within	88.4%	84.3%	92.5%	89.0%
	Entrepreneurship/Business	Count	20	20	15	55
		% within	11.6%	15.7%	7.5%	11.0%
	Total	Count	172	127	201	500
		% within	100.0%	100.0%	100.0%	100.0%

Entrepreneurship is relatively less preferred, with only 11.6% of Arts students, 15.7% of Commerce & Management students, and 7.5% of Science & Engineering students selecting this option. As a whole, 11% of respondents across the three fields show an interest in entrepreneurship or starting their own business.

Exhibit-3: Rank of the Job-Preference

	Field of Study	N	Mean Rank
Job Preference	Arts	172	247.71
	Commerce & Management	127	268.28
	Science & Engineering	201	241.66
	Total	500	

The mean rank (Exhibit-3) refers to the average ranking of job preferences within each field of study, based on how the students responded to the job preference categories (Govt. & Pvt. Job vs. Entrepreneurship/Business). These ranks are typically based on the order of preference, where a lower rank number indicates a stronger preference for the option (i.e., Government & Private Jobs in this case). The mean rank for Arts students is 247.71, which suggests that their preferences are ranked somewhat in the middle. Since this rank is lower than Commerce & Management but higher than Science & Engineering. The Science & Engineering field has the lowest mean rank of 241.66, which indicates a slightly stronger preference for Government & Private Jobs compared to Entrepreneurship. This suggests that, as expected, students in technical fields like Engineering and Science are more inclined toward stable, established career paths in research, industry, and government sectors.

However, Commerce & Management students show the highest mean rank, indicating a slightly stronger preference for Entrepreneurship/Business compared to other fields. This could be due to the nature of business studies, which often emphasize entrepreneurship, start-ups, and leadership.

Exhibit-4: Test Statistics of Kruskal Wallis Test

	Preferences
Chi-Square	9.327
df	2
Asymp. Sig.	.009

Kruskal-Wallis Test (Exhibit-3), one of the non-parametric tests, compares the distributions of job preferences (Government & Private Jobs vs. Entrepreneurship/Business) across the three fields of study (Arts, Commerce & Management, Science & Engineering). It assesses whether there are significant differences in the ranks of job preferences across the fields.

Since the p-value (0.009) is less than 0.05, we reject the null hypothesis. This indicates that there is a significant difference in job preferences between Government & Private Jobs vs. Entrepreneurship/Business across the three fields of study.

CONCLUSION

This study finds a statistically significant difference in job preferences between students from different fields of study. The results suggest that Commerce & Management students are more likely to prefer entrepreneurship, while Science & Engineering students prefer traditional employment in government or private sectors. Arts students exhibit a more balanced view between the Commerce & Management and Science & Engineering students.

These findings provide valuable insights for educational institutions and career advisors, highlighting the importance of tailoring career guidance based on students' fields of study. Additionally, future research could explore factors such as gender, socioeconomic background etc. to better understand the intentions of job preference trends.

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