

## **FACTORS INFLUENCING IN CAREER CHOICE OF SECOND YEAR UNDERGRADUATE STUDENTS: A CASE STUDY OF FACULTY OF MANAGEMENT STUDIES & COMMERCE, UNIVERSITY OF JAFFNA, SRI LANKA**

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### **ABSTRACT:**

The purpose of this study was to examine factors influencing career choice among the second year undergraduate students, Faculty of Management Studies & Commerce, University of Jaffna, Sri Lanka. The factors investigated included such as personal or self, associate with family and relations, within the university and others, associate with current market and geographical area, occupational and others. Actually the students are facing problem when they have to choice their specialization field because several factors are influencing in the selection of specialization. This selection of specialization is very essential everyone to recognize them in the world. Faculty of Management Studies and Commerce has four disciplines of specialization which are Accounting, Marketing, Human Recourse Management and Financial Management. The students are following first two years as commonly after the second year they have to choice their specialization. The study was conducted using survey design with a population of 100second year undergraduate students. The data for this study has been collected using structured questionnaire. The findings of this study revealed that personal factors have the most influential role with career choices among the second year undergraduate students, Faculty of Management Studies & Commerce, University of Jaffna, Sri Lanka.

**KEY WORDS:** Career Choice; Undergraduate Students; University of Jaffna; Sri Lanka.

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