

## FACTORS AFFECTING CAREER DECISION IN STUDY AND WORK LIFE IN BANGLADESH

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**Abstract :** *Career decision is a critical and crucial decision for human life, organizational stability and economic growth of a country. Career decision differs with the time based on several factors which lead to organizational commitment and job satisfaction. Identifying the factors affecting career decision also helps to develop entrepreneurship that can create new employment opportunities of a country. This Study examines the factors affecting career decision among university students and professionals in Bangladesh. After examining 11 dimensions from personal characteristics of decision making, 5 dimensions have been observed significantly influencing career decision making in both of the level of study and work life. Factor analysis has been used to identify the factors that influence career decision and to reduce the unnecessary factor. Correlation is also used to identify the most highly correlated factor. On the other hand, some job related factors also have been justified for influencing career decision making according to their priority. Simple descriptive statistics has been used to measure the degree of influence of job-related factors. General Linear Model is also used to examine the differences of career decision making depending on the job related factors. Non probability random sampling has been taken as a sampling technique for collecting data. Sample size for this study is 212 respondents, 106 respondents from graduate students of universities and 106 respondents from service holders. It is observed that career decision has been significantly influenced by pay, family influence, location, job security. Types of work, personal satisfaction, work environment, opportunities for employment have no significant impact on career decision.*

**Key words:** *Career decision, Aspiration for an ideal occupation, Locus of control, Effort Invested, Willingness to compromise, Consulting with others, Pay, Family influence, Job security.*

### Introduction

Now-a-days market is getting competitive day by day due to globalization. To face this competition and changing demands of the people, business requires more competent and innovative employees in their organization. Quality output and variety are the most expected features for satisfying customer. So it is very important for an organization to enhance employee involvement to the work and to organization. Employee involvement means how much an employee identifies own self with the job. Employees will be able to give better quality work if they do it enthusiastically. A work which gives recreation, better life and also fills up their needs of existence and will be superior to do is a common tendency of humans. If any organization wants to influence the performance of its

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employees in a positive manner or wants to motivate them into new prospect, it will be very important to them to know what are the factors behind their decision to work. So, this study is intending to give light to those factors which are behind the career decision in our country. We know knowledge, education and time influence career decision. Peoples' decision differs with the passage of time. However, there are lots of factors that influence career decision which we obtained from our literature review. We identified some personal characteristics and some job related factors of influencing career decision. 11 styles of decision making of personal characteristics and 8 work related factors in the context of our country Bangladesh have been examined in this study. It is observed that some of them have greater influence on career decision and some of them have very little influence on it. On the other hand, some job related factors are significantly influencing career decisions and some job related factors have insignificantly influencing career decision. We think that this study will help to reveal new career dimensions and to increase employee involvement, organizational commitment and job satisfaction by influencing the factors behind their career choice in Bangladesh. It may also help to develop entrepreneurial attitudes towards people in our country.

### **Literature Review**

A great number of researches have been done all over the world on factors affecting career decision. In those studies, different factors were identified. Different researchers found it from different viewpoints. Some of them are as follows:

An individual's involvement in the process of deciding on his or her career and study plans depends on (a) Level of decidedness, (b) satisfied with that level of decidedness (or undecidedness), and (c) degree of confidence in the decision (Gati et al., 1996). At that time Parsons (1909) defined three key requirements of career deciders: self-knowledge, knowledge of work opportunities and conditions, and the ability to combine rationally of the two sets of information. Albion et al. (2001) identified personality, interests, gender stereotypes, Intelligences a decision making factor. Gati et al. (1996) had identified that male and female students are equally influenced by the same factor. Gati et al. (2004) proposed 11 dimensions in career decision making styles to career decision-making profiles (A multidimensional approach) for characterizing individual career decision making. These are information gathering, information processing, locus of control, effort invested in the process, procrastination, speed of making the final decision, consulting with others, dependence on others, desire to please others, aspiration for an ideal occupation, willingness to compromise.

Based on the normative decision theory, Pitz and Harren (1980) decomposed decision problems into four basic elements. (1) The first element of each decision problem is a set of alternatives. When deciding, a person should be aware of the available alternatives and be well acquainted with their characteristics. (2) The second element of a decision problem is a set of objectives or goals that the decision maker wants to achieve. When deciding, it helps to have a clear goal in mind and to be able to link it to the alternatives. (3) According to Pitz and Harren (1980), the third basic element of each decision problem is a set of outcomes that is associated with each choice. (4) Finally, the attributes of the outcomes are the fourth element in a decision problem.

Brown (2004) described a decision making model for post-college students. A student's postgraduate decision-making process can go through the permutation of orientation to learning (personal biographies/values, identity/qualities, attitudes towards college), experiences (level of challenges, self-reflection, new perspectives, and applicability), interaction with others (support and empowerment, respect of opinion, feedback, influencing others). Kraus (2006) identified salary, type of work, personal satisfaction, family influence, location, job security, opportunities for employment and work environment as decision making factors.

Though a wide number of studies have been conducted, the literature reveals that there is a very little study regarding factors affecting career decision during both of the level of study and work life in Bangladesh. This study has been conducted to fill up this gap.

### **Objectives**

The objectives of this study are given below :

a) Broad objective:

The broad objective of this study is to identify the factors that affect career decision of students of universities and professionals in Bangladesh.

b) Specific objectives:

- To find out the influence of personal characteristics both of the level of study and work on career decision.
- To find out the influence of situational factors, both on the level of study and work on career decision.
- To find out the influence of job related factors of the study and job life on career decision.

To find out the most influential factor of career decision from the personal characteristics and situational factors

### **Methodology**

#### **Research Design**

The study is conclusive in nature. All data have been collected through the questionnaire survey which is based on 11 situational factors and 6 parameters of work related factors.

#### **Target Population of the Study**

Both male and female students of the graduation program of universities and different professionals such as doctors, teachers, engineers, bankers, and executives etc. from different sectors like government and private.

#### **Sample Size:**

212 respondents of students and professionals have been taken as sample size. 106 respondents are taken as a sample of graduate and post graduate students of universities and another 106 respondents have been taken as a sample from professionals of different sectors.

### **Sampling Techniques**

Non probability random sampling has been taken as sampling technique.

### **Data Collection Techniques:**

A questionnaire survey through face to face contacts has been conducted to collect data. Both open-ended and close-ended questionnaires have been used to collect relevant information related to our topic.

### **Scaling techniques:**

In order to measure career decision 11 dimensional 18 questions have been included in the questionnaire. These 18 questions of this questionnaire have been taken from the other research work of CDMP which indicates career decision making profile (Gati et al., 2004). All the participants of this study answered the questionnaire on the basis of 5-point Likert Scale (ranging from 1 strongly disagree to 5 strongly agree and 3 is considered as neutral point). Job related factors are designed in ordinal ranking, which is developed by Kraus (2006).

### **Reliability**

Cronbach's Alpha is used to test the reliability.

### **Variables**

Career decision is considered as the dependent variable. Personal characteristics like aspiration for an ideal occupation, consulting with others, dependence on others, willingness to compromise, desire to please others, locus of control (both internal and external), procrastination, speed of making decision, information processing, information gathering, self-confidence and job related factors such as pay, type of work, location, work environment, personal satisfaction, family influence, job security, opportunity for employment are considered as independent variables.

### **Data Analysis Tools and Techniques**

Collected data is analyzed using a program called Statistical Package for Social Science (IBM SPSS version 23 for Windows) which is widely used in social research. This is a study to identify the influential factors on career decision making. So the hypotheses are tested using factor analysis.

Before pursuing any factor analysis, it is very important to check sampling adequacy and to measure the strength of the relationship among variable. Kaiser-Meyer-Olkin Measure of sampling adequacy has been examined to check adequacy of sampling and Bartlett's test of sphericity has been examined to measure the strength of the relationship among variable. A General Linear Model has also been used to investigate the level of significance of job related factors like pay, work life and so on mentioned in variable part.

## **Hypothesis**

Career decision plays an important role in a person's development, satisfaction, commitment and growth. A person's performance also depends on how much he or she is happy and satisfied with his career. The work which is done with a person's own interests will lead to better work. So it is

very important to make proper career decisions for a quality work. In our study, factors behind this career decision in Bangladesh have been identified to motivate people towards their work by influencing those factors. To accomplish the purpose, the following hypotheses have been tested.

H<sub>0</sub>. There is no significant influence of personal characteristics and job related factors in career decision making.

H<sub>1</sub> – There is a significant influence of aspiration of an ideal occupation on career decision.

H<sub>2</sub>– There is a significant influence of information gathering on career decision.

H<sub>3</sub>– There is a significant influence of information processing on career decision.

H<sub>4</sub>– There is a significant influence of locus of control on career decision.

H<sub>5</sub>– There is a significant influence of willingness to compromise on career decision.

H<sub>6</sub>– There is a significant influence of speed of making final decision on career decision.

H<sub>7</sub>– There is a significant influence of effort invested on career decision.

H<sub>8</sub>– There is a significant influence of procrastination on career decision.

H<sub>9</sub>– There is a significant influence of consulting with others on career decision.

H<sub>10</sub>– There is a significant influence of dependence on others on career decision.

H<sub>11</sub>– There is a significant influence of desire to please others on career decision.

H<sub>12</sub>– There is a significant influence of pay on career decision.

H<sub>13</sub>– There is a significant influence of type of work on career decision.

H<sub>14</sub>– There is a significant influence of personal satisfaction on career decision.

H<sub>15</sub>– There is a significant influence of family influence on career decision.

H<sub>16</sub>– There is a significant influence of location on career decision.

H<sub>17</sub>– There is a significant influence of job security on career decision.

H<sub>18</sub>– There is a significant influence of opportunity for employment on career decision.

H<sub>19</sub>– There is a significant influence of work environment on career decision.

## **Conceptual Definition**

### **Definition of Career:**

Lifetime progress and activities done by a person pertaining to the occupation of that person are called career. All of the work accomplished by a person over his/her lifetime, job titles and jobs held rather than just referring to one position compose career of one person.

### **Career decision:**

Determining the activities done by a person pertaining to a specific occupation or choosing an occupation that will be done by that person for a lifetime is called career decision.

**Operational Definition:**

Following definitions are given from Journal of Vocational Behavior, 76 (page no 80) of Gati et al. (1996)

- Information gathering (comprehensive vs. minimal) – the degree of attentiveness and thoroughness in information collecting and organizing.
- Information processing (analytic vs. holistic) – the degree to analyze and process information into its components and according to its components.
- Locus of control (internal vs. external) – the degree to which individuals believe in their own decision or their own capabilities and in their fate or luck.
- The effort invested in the process (much vs. little) – time and effort invested in the decision making process by the individual.
- Procrastination (high vs. low) – the degree of avoidance, lateness or advancement in decision making process.
- Speed of making the final decision (fast vs. slow) – the length of time individual takes to make decisions after collecting and compiling information.
- Consulting with others (frequent vs. rare) – the degree of frequency to consult with others in the different stages of the decision making process.
- Dependence on others (high vs. low) – the degree to take the full responsibility of making decisions, even consulting with others or aspiration of making decisions for them.
- Desire to please others (high vs. low) – how much individual expects to satisfy the aspiration of the significant others (family, friends, etc.).
- Aspiration for an ideal occupation (high vs. low) – the degree of efforts individuals invested expecting an occupation that is best fitted for them.
- Willingness to compromise – the degree of flexibility that individuals agree to alternate their preferred work area due to confronting difficulties in materializing it.

**Analysis of the Findings:**

To make the research more reliable, appropriate data have been collected from 212 respondents of both the levels like students of graduation in universities and people of different professions sincerely that it can represent the population. All data are normally distributed. To test the normality of the data of each variable, P-P plot was used in SPSS.

The Cronbach’s alpha value was tested for the variables of personal characteristics which were calculated through more than one question. These 6 variables among the 11 variables that are obtained from literature review are willingness to compromise, locus of control containing internal and external locus of control, effort invested, dependence on others, desire to please others, aspiration for an ideal occupation. The Cronbach’s Alpha value are .613 for willingness to compromise, .719 for locus of control, .711 for effort invested, .867 for desire to please others, .822 aspiration for an ideal occupation. This measure is the most commonly used reliability coefficient and is viewed as “an index of inter item homogeneity” and ranges from 0.0 to 1.0. All of the reliability test results show above average score, which signifies data, is reliable and consistent.

To test the hypotheses, Factor Analysis of the components of personal characteristics and ANOVA for job related factors have been used. Appropriate data have been collected to examine the impact of personal characteristics and job related factors on career decision. Without sampling adequacy and strong relationship among the variables, factor analysis cannot represent a good model. KMO test for sampling adequacy and Bartlett’s test of the sphericity for measuring the strength of the relationship among variables has been examined. The general structure of the model examining these relationships is:

$$(\text{Career Decision}) = f(\text{personal characteristics, job related factors})$$

Demographic and personal job related information was also collected on the research instrument, including Education, gender, profession. Using ANOVA contrasts, we compared the mean responses of career decision to job related factors. Statistical analysis indicates that the responses differ (at  $\alpha = .05$ ) when comparing the degree of the presence of the job related factors such as pay, location, work environment, job security, personal satisfaction, etc. mentioned in variables.

The job related data were analyzed using the SPSS General Linear Model (GLM) which is an analysis of variance between or among groups. Though in the questionnaire job related factors are scaled in rank order, ANOVA has been used to show the variance of each group who ranked 1<sup>st</sup> most important, 2<sup>nd</sup> most important and 3<sup>rd</sup> most important of the job related factors on career decision. If there is the variance among these groups according to their choice rank of the job related variables on Career decision, we can come to a conclusion that those jobs related factors are influential to career decision. According to the assumptions of ANOVA, it tests the variance among or between groups.

Descriptive Statistics of Personal dimensions and job related factors that affect career decision are shown below in table 1 and table-2:

<b>Table-1: Sample Size, Mean and Standard deviation of the responses regarding Factor personal characteristics of the respondents</b>			
<b>Factors of Personal Characteristics Affecting Career Decision</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Analysis N</b>
Information gathering	3.66	.859	212
Consulting with others	3.12	1.411	212
Speed of making the final decision	3.34	1.122	212

Information Processing	2.46	1.166	212
Procrastination	2.29	1.127	212
Willingness to Compromise	2.7877	.80269	212
Locus of Control	3.4646	.77577	212
Effort Invested	3.6863	.80104	212
Dependence On Others	2.6431	.77410	212
Desire to Please others	3.7759	.96652	212
Aspire for an ideal occupation	3.8821	.83907	212

(Source : Estimated Results)

Job Related Factors	N	Minimum	Maximum	Mean	Std. Deviation
Opportunity for employment	212	0	3	.28	.724
Family Influence	212	0	3	.28	.705
Location	212	0	3	.45	.827
Work Environment	212	0	3	.61	.899
Job Security	212	0	3	.67	.985
Type of work	212	0	3	.91	1.193
Pay	212	0	3	1.47	1.297
Personal Satisfaction	212	0	3	1.54	1.205
Valid N (list wise)	212				

(Source : Estimated Results)

**Results of the Analysis:**

Though factor analysis cannot be done with the sample size less than 50 and without sampling adequacy and strong relationships among variables, the results of KMO test and Bartlett's test of sphericity are represented below in table-3:

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.652
Bartlett's Test of Sphericity	Approx. Chi-Square	255.74
	df	55
	Sig.	.000

(Source : Estimated Results)

The value of more than in KMO test .5 is barely acceptable and .7 to .8 is acceptable .652 is close to .7. So, from the point of view of sampling adequacy, it is acceptable. Bartlett's test of sphericity reveals the significance level .000 which is less than .05 and small enough to reject the null hypothesis. To reduce the factors and find out the principal components for further analysis, we need to observe the values of extraction method which are represented in table-4:



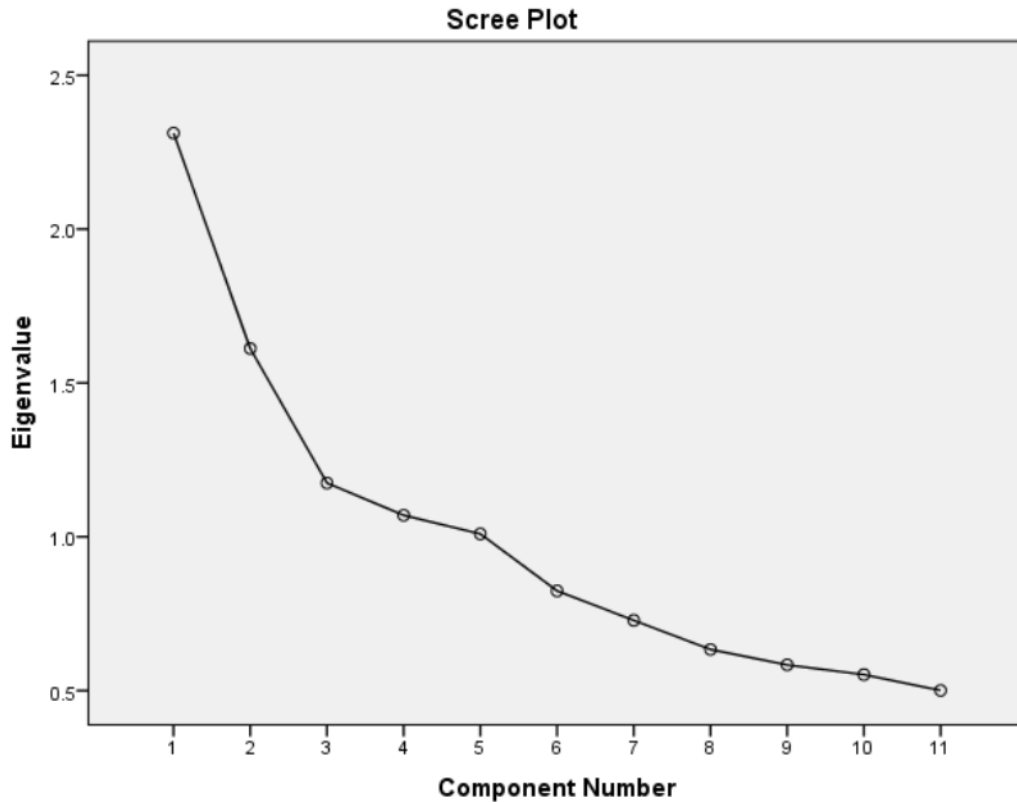
<b>Table- 4: Extraction Method: Principal component Analysis of factor affecting Career decision</b>		
<b>Factors of Personal Characteristics</b>	<b>Initial</b>	<b>Extraction</b>
Information gathering	1.000	.696
Consulting with others	1.000	.581
Speed of making the final decision	1.000	.601
Information Processing	1.000	.601
Procrastination	1.000	.547
Willingness to Compromise	1.000	.573
Locus of Control	1.000	.772
Effort Invested	1.000	.818
Dependence On Others	1.000	.761
Desire to Please others	1.000	.626
Aspire for an ideal occupation	1.000	.600

(Source : Estimated Results)

In the table-4, it is observed that all of the values of extraction are more than .5. So we need to pursue further analysis to find out the principal influential factor of career decision.

**Table-5: Extraction method :Total Variance Explained in factors of Personal Characteristics**

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.312	21.019	21.019	2.312	21.019	21.019	1.579	14.352	14.352
2	1.612	14.655	35.674	1.612	14.655	35.674	1.575	14.316	28.668
3	1.175	10.679	46.353	1.175	10.679	46.353	1.445	13.137	41.805
4	1.070	9.726	56.079	1.070	9.726	56.079	1.363	12.393	54.198
5	1.009	9.176	65.255	1.009	9.176	65.255	1.216	11.057	65.255
6	.824	7.491	72.746						
7	.728	6.620	79.367						
8	.634	5.761	85.128						
9	.584	5.305	90.432						
10	.552	5.018	95.450						
11	.501	4.550	100.000						



In above table-5 and Scree plot, Total variance explained within 5 components. Among 11 dimensions which have been derived from the literature review, 5 components will be fitted to the model by factor analysis. In table no- 5, it is observed that each of the components has an Eigen Value of less than 1 except 5 components. In the column of extraction sums of squared loadings, it is also seen that the cumulative variance of extraction sums of squared loadings is the mostly explained in component 5 is 65.255%. It is also clearly observed in the Scree plot that component 1 have carried the highest Eigen value. Component 2 has in a greater distance from the component one and also component 2 is at a greater distance from the component 3. From component 3-4, the distance has been minimized. On the other hand, in the Scree plot, it is also clearly observed that dependent variable career decision is explained by component 4 and 5 mostly. The most important part of factor analysis is the rotated component matrix which is shown in Table 6.

**Table-6: Rotated Component Matrix of Personal Characteristics of Career Decision**

Factors of Personal Characteristics	Component				
	1	2	3	4	5
Aspire for an ideal occupation	.707				
Procrastination	-.660				
Willingness to Compromise					
Locus of Control		.832			
Speed of making the final decision		.699			
Information gathering			-.737		
Consulting with others			.717		
Dependence On Others				.867	
Information Processing					
Desire to Please others					
Effort Invested					.900

In table 6, The five components which are representing the highest loadings positively are Aspiration for an Ideal Occupation as component 1, Locus of Control as component 2, Consulting with others as component 3, Dependence on others as component 4, Effort invested as 5 which has the highest influence among 11 factors on career decision. This test provides support for alternative hypothesis H<sub>1</sub>, H<sub>4</sub>, H<sub>5</sub>, H<sub>7</sub>, H<sub>10</sub>. Information gathering and procrastination negatively influence career decision. Except this 5 factors rest of the factors of personal characteristics will be eliminated from the model of Career Decision. In below table-7, it can be concluded that within the highest correlation 1, Effort invested alone have a strong correlation .405 which is highly significant with a very small value .000.

**Table-7: Correlation of Effort Invested with Career Decision**

		Career Decision NEW	Effort Invested
Career Decision	Pearson Correlation	1	.405
	Sig. (2-tailed)		.000
	N	212	212
Effort Invested	Pearson Correlation	.405	1
	Sig. (2-tailed)	.000	
	N	212	212

Now, the effect of job related factor is measured through ANOVA. It is observed that how significantly career decision is varied with the variance of the 1<sup>st</sup> most importance, the 2<sup>nd</sup> most importance and the 3<sup>rd</sup> most importance of the job related factor. If a career decision varies with these rank order groups that it can be concluded that those jobs

related factors have influence on career decision. In the below table 8, Analysis of Variance of job related factors is given.

**Table-8: Test of Analysis of Variance of Career Decision On the basis of Job Related Factors**

Dependent Variable: Career Decision

Job Related Factors	Sum of Squares	df	Mean Square	F	Sig.
Pay	2.243	3	.748	3.870	.010
Type of Work	.400	3	.133	.690	.559
Personal Satisfaction	1.025	3	.342	1.764	.155
Family Influence	1.577	3	.526	2.714	.046
Location	1.190	3	.397	2.122	.099
Job Security	2.939	3	.980	5.239	.002
Opportunity for Employment	1.022	3	.341	1.837	.142
Work Environment	1.303	3	.434	2.341	.074

From the above table-8, it can be concluded that Pay, family influence job security are significantly influencing career decision which provides support for the hypotheses H<sub>12</sub>, H<sub>15</sub>, H<sub>17</sub>. Personal satisfaction, type of work, location, opportunity for employment and work environment are playing an insignificant role on career decision in both of the group of graduate student and professionals.

#### **Summary of Findings:**

The findings of the study are as follows:-

1. Among the 11 dimensions of personal characteristics, aspiration for an ideal occupation, locus of control, dependence on others, willingness to compromise and effort invested have greatly influenced career decision making during both of the level of graduation and work life .
2. Effort invested is the most influential one and highly correlated.
3. Among the 8 jobs related factors in career decision, pay, job security and family influenced have greater impact on career decision.

This study reveals that graduate students of universities and people of different professions are highly influenced by aspiration for an ideal occupation, locus of control, effort invested in decision making, willingness to compromise, depending on others, pay, job security and family influence in Bangladesh.

#### **Recommendations:**

It is not observed that which group is more affected by these factors and it is not also justified that there is any differences or not in career decision making between graduate student and professionals or between male and female. Further studies can be pursued in these work areas. Career decision should be influenced by individual own interests and

passion. A career which is chosen by one's own self is more preferable to any other profession and individuals also feel much more comfortable with their work. They can give better performance. However, it is very difficult in our country to choose a career by giving priority on one's own decision and passion. In addition to social and family lifestyle, unemployment problem is a greater factor behind this.

### **Conclusions:**

In our country like Bangladesh, it is quite difficult to make a decision according to our own interest and skill because of our socioeconomic life. So, we need to influence these factors of career decision making which are observed in this study if we want to emerge any new career prospect or want to influence people towards entrepreneurship in Bangladesh. This study can also contribute to induce equal growth in different sectors in Bangladesh. Concentrating developing and proper maintenance of factors influencing career decision will also motivate people in their work and will help to increase job satisfaction and organizational commitment. On the hand, students will also choose an appropriate and real life oriented career decision considering most influential factors affecting career decision in Bangladesh.

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