

Do Personality Traits Influence Career Decisions in Bangladesh? – A Study on Undergraduate Business Students of Different Public and Private Universities

Thawhidul Kabir*

Md. Rashedul Hoque Sajib**

Abstract

Do personality traits really matter for career decisions in Bangladesh? We have investigated this question in the light of Big Five Model of Personality Traits with Ex Post Facto research design using a random sample, constituted with 874 undergraduate business students irrespective of gender from different public and private universities in Dhaka Metropolitan City. Hence, the respondents have been surveyed with a close-ended schedule and have subsequently found significant association through Chi-Square tests for independence where Creamer's V reported for agreeableness, openness to experience, conscientiousness, extraversion, neuroticism, are 0.106, 0.134, 0.111, 0.124 and 0.205 respectively. Based on these findings, we can clearly conclude that personality traits do really matter for career decisions, and illustrate possible career preferences through high, moderate and low levels of personality traits.

Keywords: The Big Five Model, Agreeableness, Openness to Experience, Conscientiousness, Extraversion, Neuroticism, Career Preferences.

Introduction

'Education is the backbone of a nation' is an old but inevitable adage which briefly conjectures that no nation can be effectively specialized and efficiently prosperous without skilled human capital. Unquestionably adhering to this worthwhile cognition, obtaining cent percent literacy rate and widening the scope of higher education have been the ever most crucial concern in Bangladesh. But for long since, limited number of available seats in a few public universities have been depriving a huge number of students of higher or specialized education. As an urged response, the Government of the People's Republic of Bangladesh has approved the 'Private University Act, 1992' to permit the establishment of private universities. According to the published 'HANDBOOK Universities of Bangladesh' by University Grants Commission (2009), there are now 31 public, 51 private and 2 international universities providing higher education and, as denoted in the 'National Web Portal of Bangladesh', these universities produce approximately 450,000 skilled graduates annually (see: National Web Portal of Bangladesh). Most of these graduate students then have been found to look for and access either in the financial sectors or manufacturing sectors or telecommunication sectors which are considered as the prime job-hubs (Chisty, Uddin & Ghosh, 2007). However, as antecedents of such occupational

*Lecturer, Department of Management, Bangladesh University of Business & Technology

**Lecturer, Department of Management, Jagannath University, Bangladesh

behavior, a huge body of literature in psychology has considered economic preferences and personality traits (Barrick et al. 2003; Borghans et al., 2008; Larson et al. 2002; Mount et al. 2005; Sullivan & Hansen 2004). Similarly, economists have espoused human capital approach where education, experience, and other skills have been considered as human capital (Becker, 1993; Paglin & Rufolo, 1990). In contrast, studies also have manifested that, while controlling for other variables used in a human capital approach, personality traits significantly impact occupational choices (Borghans et al., 2008; Heckman et al., 2006), subsequent success as well as satisfaction in the chosen work (Barrick et al. 2003; Durr II & Tracey 2009; Larson et al., 2002; Lee et al. 2000; Mount et al. 2005; Sullivan & Hansen 2004; & Tokar et al., 1998). Hence, the key objective of this study is to assess how different Bangladeshi public and private university undergraduate business students' career preferences are being shaped by their individual personality traits.

Literature Review

Career and Career Choice

Although the term 'career' traditionally was associated with paid employment and referred to a single occupation, in today's dynamic world of work, the term 'career' is seen as a continuous process of learning and development (Zaidi & Iqbal, 2011). Hence, in the light of today's ever changing work environment, 'career' can be termed as a continuous movement in someone's journey of life among different challenges and responsibility levels (Baruch, 2006) or the sequence of occupational experiences that a person gains over his lifetime (Dessler, 2009). Thus, career choices are oriented to self-assessment and self-discovery procedures (Hall, 1976) which reflect individuals' goals, needs, personalities, or interests (Hall, 1976: Ch.2).

Factors Affecting Students' Career Choice

Regarding students' career choice, a large number of studies have been conducted in the eastern and the western part of the world which found various factors (Ferry et al., 2000). Amongst these, the more important ones are quality of school attended (Chuenyane, 1983; Watson, 2004), availability of sponsorship (Watson, 2004), participation in on-campus career guidance interventions (Ososki et al., 2006), gender differences (Harris et al., 2005, Micallef & Gatt, 2004), influence of reference group (Bryant et al., 2005; Singaravelu et al., 2005), past experience (Jones & Larke, 2005) and personal factors such as prestige, personality type, lifestyle preference (Cutler et al., 2006; Singaravelu et al., 2005), Enthusiasm (Soethout et al. 2004), challenge and variety in a profession (Willcockson & Phelps, 2004), motivation to help others and financial success (Carter, 2003; Fleming et al., 2005), need of autonomy and independence (Van Auken, Stephens, Fry & Silva, 2006), etc.

Personality and Personality Traits

Allport (1937: 48) has defined personality as psychophysical systems that determine someone's unique adjustments to his/her environment. But the most appreciated definition of personality has been propounded by Robbins (2001) who viewed personality as "the sum-total of ways in which an individual reacts and interacts with others". However, frequently utilized theories to assess

personality and its traits are the 'RIASEC' propounded by Holland (1985), the 'NEO-FFM' by Costa and McCrae (1992), the 'MBTI' by Myers et al. (1998) and the 'DISC' by Moulton (1999). Among these well-established theories to study personality traits, this study has considered the 'Big Five Model or NEO-FFM' because, it is the mostly accepted model or theory of personality traits containing the core dimensions of personality and have been found to be relevant to many aspects of life (Goldberg, 1990; Hussain et al., 2011).

Theoretical Framework and Hypothesis

The Big Five Model of Personality Traits

The 'Big Five Model' which is also known as 'Five Factor Model (NEO-FFM) has been primitively initiated by Tupes and Cristal (1961), developed by Digman (1990), refined by Costa and McCrae (1992) and profoundly extended by Goldberg (Goldberg, 1993). It comprises five specific trait constructs namely, openness to experience, conscientiousness, extraversion, agreeableness and neuroticism.

Agreeableness

Agreeableness is a personality trait that holds people to be accommodating and helping (Burch & Anderson, 2008) which makes them resolve issues by creating win-win situation by their flexible attitude (Cattell & Alan, 2008). Hence, people who are high in this trait are usually highly social, friendly and generous (Mount et al., 2005; Ostendorf & Angleitner, 1992), honest and trustworthy (Saucier & Goldberg, 1998). To the contrary, people who rank low on this personality trait tend to be selfish, rough in social relationships and believe that others are also working on their personal motive because of which they would likely to be more suspicious (Goldberg, 1992; Howard & Howard, 1995).

Openness to Experience

Openness to experience refers to someone's tendency to be imaginative, independent and interested in variety (Goldberg, 1993) and hence people possessing this particular trait tends to be highly spatial, imaginative and creative in their intellect (Howard & Howard, 1995), they are sensitive to their inner thoughts (Cattell & Alan, 2008) and are curious to know hidden things (Mount et al., 2005). Average people are on an average scale on this particular trait (Ostendorf & Angleitner, 1992). People who lack the openness to experience tend to be more conventional, less explorative, expose avoidance to variety and change (Burch & Anderson, 2008).

Conscientiousness

Conscientiousness refers to the affinity to be prepared, attentive and disciplined (Goldberg, 1993). Thus, conscientious personality trait holders tend to be very careful about their future planning, cautious about their surroundings, compact and fully scheduled and only chaos can give them mental stress (Burch and Anderson, 2008; Cattell & Alan, 2008; Saucier & Goldberg, 1998). People ranking low in this trait are often found to be carless about their work (Goldberg, 1992).

Extraversion

Extraversion refers to the propensity to be gregarious, fun-loving and warm (Goldberg, 1993). People who are high in extraversion often seek excitement, interact frankly and they are habitually talkative and arguing for their opinions (Burch & Anderson, 2008; Cattell & Alan, 2008; Howard & Howard, 1995). Persons who are more reserved, less likely to be social and feel uncomfortable to interact with the strangers fall in the opposite trait to the extraversion which is termed as introversion (Goldberg, 1992; Judge, Chad, Carl & Murray, 1999).

Neuroticism

Neuroticism is the tendency to be anxious, emotionally unstable, and self blaming (Goldberg, 1993). Persons who rank high on the neuroticism trait of personality are often found to be influenced by frustrations, anger, depression, stress and self-blame (Howard & Howard, 1995; Ostendorf & Angleitner, 1992) and that is why they are pessimistic, easily trapped by stress, tend to be emotional, anxious and usually fail to achieve success in their careers (Burch & Anderson, 2008; Goldberg, 1992; Judge et al., 1999; Saucier & Goldberg, 1998). On the other hand, people who rank low in this personality trait seem to be mature, cool while coping with stressful environments and are more optimistic, emotionally stable, have more inner strength (Cattell & Alan, 2008; Mount et al., 2005).

Relationship between Personality Traits and Career Choice

From students' perspective, Perrone, et al., (2001) has reported that students' interests provide the main motives for their career choice and by studying 332 students of Kenya, Edwards and Quinter (2011) has reported that, more than 70% of the students are influenced by personal interest when making career choice (Edwards & Quinter, 2011). Similarly, while studying the students of Federal University of Technology, Udoudoh (2012) has indicated that 79.2% of the respondents are certain of the impact personality trait can have on his or her career choice and 65.2% think personality traits can lead to a good career choice. Hence, from the available literature, it can be found that, only a few studies have considered personality traits as the antecedents of students' career preferences where majority have chosen Holland's 'RIASEC' model to assess personality. Besides, Hossain and Siddique have propounded that, including all types of job fields in the context of Bangladesh, there is almost an empty space regarding business students' career preferences (Hossain & Siddique, 2012) in the light of their personality traits. Hence, based on the emerged null space in literature regarding the relationship between student's career preferences with 'Big Five Model' of personality traits, this study hypothesizes that:

- H_a: There will be a significant relationship between various public and private universities' undergraduate business students' personality traits and their career preferences.
- H_o: No significant relationship is there between various public and private universities' undergraduate business students' personality traits and their career preferences.

Methodology of the Study

Design

This study has thoughtfully considered Ex Post Facto design to explore the hypothesized possible relationship between public and private university students' personality traits and their career preferences as per Asika (2002) who has addressed Ex Post Facto design as a systematic study where, by dint of natural existence, the researcher does not humanly control or manipulate independent variables.

Measurement Scales

Exogenous Variables: Personality Traits

This study has considered the 'Big Five Model' of personality traits as the exogenous variables because exogenous variables are wholly causally independent from the other variables in the system (Pearl, 2000). Then all the respondents have been asked to describe their own personality traits on a simple continuum scale where the selection of the highest or the lowest number indicates which side in each personality constructs exactly matches with respondents self-perception and selection of median number represents a balanced condition on both sides (see Appendix 01: Trait Specific Continuum Scale for Personality Assessment). Afterward, all the feedbacks accumulated from the mentioned continuum scale for assessing personality traits, which ranges from 1 to 9, have been categorized into three specific clusters as high (7 to 9), moderate (4 to 6) and low (1 to 3) for each personality traits.

Endogenous variable: Career Preferences

In the context of Bangladesh, Hossain and Siddique (2012) have found that out of 256 business students, majority (38.7%) have preferred to pursue a career in Banking field, whereas 23.8% preferred to work in a multinational company (MNC), 11.7% preferred teaching, 8.2% preferred to be an entrepreneur, 7.4% preferred Government services, 3.9% preferred Non-Government Organization (NGO), 2.0% preferred small and medium enterprises (SME), 0.8% preferred research organization and 0.8% preferred other services as their future career. Likewise, Shamsuddoha and Khanam have found in their study that business education is in the greatest demand of human resource developers and students who are studying business at private universities are having higher opportunities of finding jobs in private and banking fields than that in multinational companies, government service and others (Chisty, Uddin & Ghosh, 2007; Shamsuddoha & Khanam, 2003). Thus, from the viewpoint of potential job markets for undergraduate business students of different public and private universities, this study has classified them into four categories, such as (a) renowned local or foreign financing and leasing institutions; (b) national or multinational firms producing consumer products; (c) Government services and jobs under Public Service Commission; and (d) entrepreneurship or other services.

Exploited Sampling and Statistical Techniques

A random sample, constituted with undergraduate business students from different public and private universities within Dhaka Metropolitan City, has been surveyed with a close-ended

schedule which has been translated into indigenous language to ensure absolute understanding of respondents while providing their cautious views. After receiving the feedbacks, reliability of data has been evaluated by considering the value of Chronbach's alpha and cross tables as well as bar charts have been used to describe the feedbacks concerning the hypothesized relationship between students' personality traits and career preferences. Additionally, Chi-square test for independence has been conducted to justify the status of the predetermined hypothesis and the value of creamer's V is reported to expose the effect size where, for either R-1 or C-1 equal to 3 (four categories), a reported value of $V=.06$, $V=0.17$ and $V=0.29$ refer to small, medium and large association respectively.

Analysis

Sample demographics

After receiving 900 feedbacks, a total of 26 incomplete and/or partially incomplete feedbacks retrieved from public university's 4th year students had been declined and 874 feedbacks were retained which engendered 97.11% response rate for this study. Among 874 respondents, 44.5% were female and 55.5% male. Majority (40.6%) of the respondents were in 2nd year, 33% in 1st year and 26.4% in 3rd year. Though all feedbacks had been accumulated from Dhaka Metropolitan City, Out of 874 respondents, 330 were from Dhaka division by birth and followed by 119 from Rajshahi division, 115 from Khulna division, 109 from Chittagong division and so on (see Appendix 02: Sample Demographics).

Reliability of Continuum Scale for Assessing Personality Traits

Albeit a Chronbach's alpha value of 0.5 to 0.6 indicates sufficient reliability of the scale for the early stage of any research (Nunnaly, 1978), a value of 0.7 or above is desirable (Hair et al, 1998). As shown in table 01 below, the measured Chronbach's alpha, based on the 5 items of continuum scale for assessing personality traits, in this study, is 0.733.

Table 01: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
.733	.736	5

Table 02 below depicts this finding more profoundly where the 'Corrected Item Total Correlation' column usually indicates the degree to which each item correlates with the total score and any low value (less than 3.00) indicates that the item is measuring something different to the scale as a whole. In addition, the column entitled as 'Chronbach's Alpha if Item Deleted' in table 01 represents the impact of removing each item from the scale.

Table 02: Item-Total Statistics

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Agreeableness	12.01	10.425	.575	.657
Openness to Experience	11.88	11.218	.415	.716
Conscientiousness	11.94	9.851	.520	.677
Extraversion	11.88	10.419	.588	.653
Neuroticism	12.37	11.226	.391	.726

The illustrated values within the 'Corrected Item-Total Correlation' column in table 02 confirm that each item in this study assures the consistency and the derived lowest value is encouraging because of being much greater than the recommended value (Neuroticism 0.391 > recommended 3.00). Besides the values in the column marked as 'Cronbach's Alpha if Item Deleted' also depict that Cronbach alpha coefficient (0.733) and Cronbach alpha based on standardized item (.736) are reflecting a good degree of reliability.

Career Preferences of Undergraduate Business Student

Table 03 below depicts the frequencies and their respective percentage of preferred career by undergraduate business students of different public and private universities. Hence from table 03, it is revealed that, majority of the respondents (303 persons, 34.7%) have preferred to pursue their career in 'renowned local or foreign financing and leasing institutions' and almost similar amount of preference has been found in 'national or multinational firms producing consumer products (283 persons, 32.4%)'. In contrast, 'Government services and jobs under Public Service Commission' as well as 'entrepreneurship or other services' have covered the rest 32.9 % or 288 respondents' future career preferences.

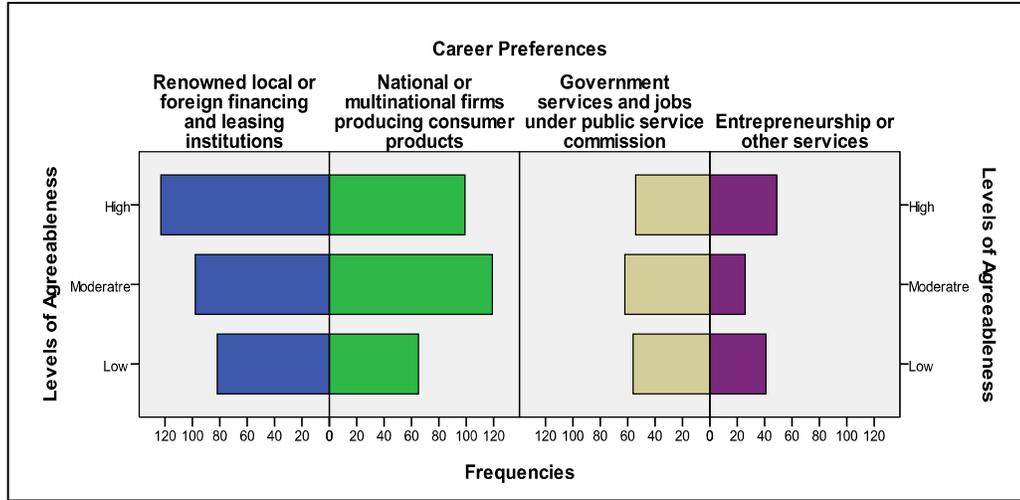
Table 03: Career Preferences

Career Preferences	Frequency	Percentage (%)
Renowned local or foreign financing and leasing institutions	303	34.7%
National or multinational firms producing consumer products	283	32.4%
Government services and jobs under public service commission	172	19.7%
Entrepreneurship or other services	116	13.2%
Total	874	100.0%

Undergraduate Business Student’s Personality Traits and Career Preferences

Agreeableness and Career Preferences

Figure 01 below depicts the relationship between respondents’ career preferences and ‘agreeableness’ personality trait and hence from figure 01 it is observed that, considering the levels of ‘agreeableness’ personality trait, majority of the respondents, who are in high ranking on this specific personality traits, tends to prefer ‘renowned local or foreign financing and leasing institutions’ and ‘entrepreneurship or other services’ and those who are in moderate ranking tends to prefer ‘national or multinational firms producing consumer products’ and ‘government services and jobs under public service commission’.



Moreover, the results derived from Chi-Square test for independence between undergraduate business students’ career preferences and their ‘agreeableness’ personality trait are illustrated in table 04 below.

Table 04: Chi-Square test for independence between Agreeableness and Career Preferences

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Effect Size	Value	Approx. Sig.
Pearson Chi-Square	19.806 ^a	6	.003	Phi	.151	.003
Likelihood Ratio	20.269	6	.002	Cramer's V	.106	.003
Linear-by-Linear Association	2.217	1	.137	Numbers of Valid Cases 874		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 32.38.

The value of Pearson Chi-Square (X^2) illustrated in table 04 is 19.806 which is significant ($X^2_{cv} = 12.59 < X^2 = 19.806$, $\Phi = .151$, $n = 874$, $df = 6$, $\alpha = 0.05$ and $p < 0.05$). Hence the value of X^2 declines the null hypothesis (H_0) and, with a small but significant association (Cramer's $V = 0.106$, $p < 0.05$) between the 'agreeableness' personality trait and career preferences, retains the alternative hypothesis (H_a).

Openness to Experience and Career Preferences

In figure 02, 'renowned local or foreign financing and leasing institutions', 'national or multinational firms producing consumer products' and 'entrepreneurship or other services' have been exposed as career preference of those respondents who are in high ranking on 'openness to experience' personality traits. In contrast, 'Government services and jobs under Public Service Commission' has been the career preference of those respondents who ranked low in this personality trait.

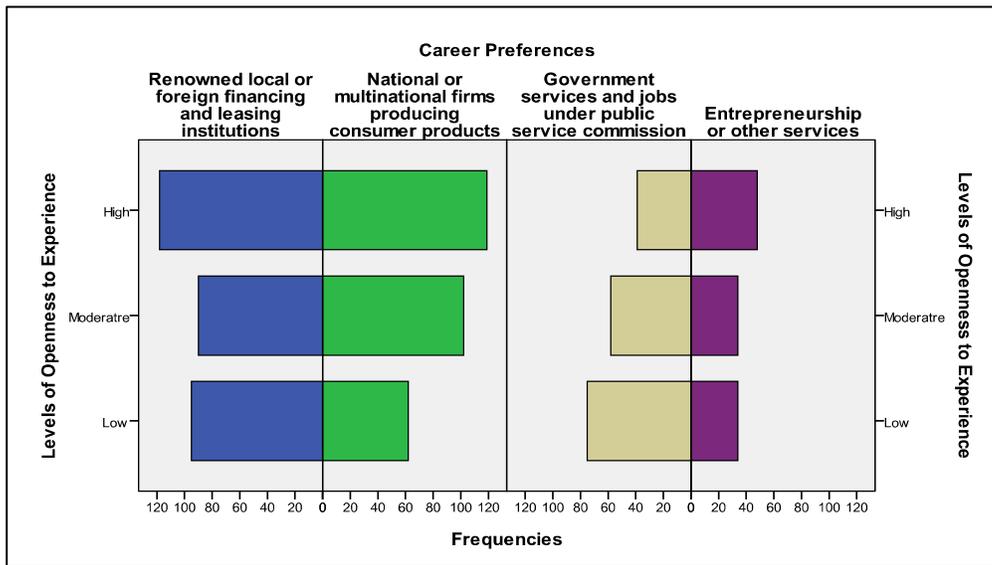


Figure 02: Levels of Openness to Experience and Career Preferences

Pearson Chi-Square value ($X^2 = 32.335$), illustrated in table 05 below, is significant ($X^2_{cv} = 12.59 < X^2 = 32.335$, $\Phi = 0.189$, $\alpha = 0.05$ and $p < 0.05$). Moreover, as X^2 is greater than X^2_{cv} ($32.335 > 12.59$), H_0 has been declined and H_a has been retained as well as a small but significant association (Cramer's $V = 0.134$, $p < 0.05$) between 'openness to experience' personality trait and 'career preferences' have been found.

Table 05: Chi-Square test for independence between Openness to Experience and Career Preferences

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Effect Size	Value	Approx. Sig.
Pearson Chi-Square	31.335 ^a	6	.000	Phi	.189	.000
Likelihood Ratio	32.356	6	.000	Cramer's V	.134	.000
Linear-by-Linear Association	2.283	1	.131	<i>Numbers of Valid Cases 874</i>		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 35.30.

Conscientiousness and Career Preferences

Respondents who have preferred ‘renowned local or foreign financing and leasing institutions’, ‘national or multinational firms producing consumer products’ and ‘Government services and jobs under Public Service Commission, as illustrated in figure 03, are in higher ranking on ‘conscientiousness’ personality type. Besides, those who are having lower ranking regarding this trait preferred ‘entrepreneurship or other services’ as their choice of career.

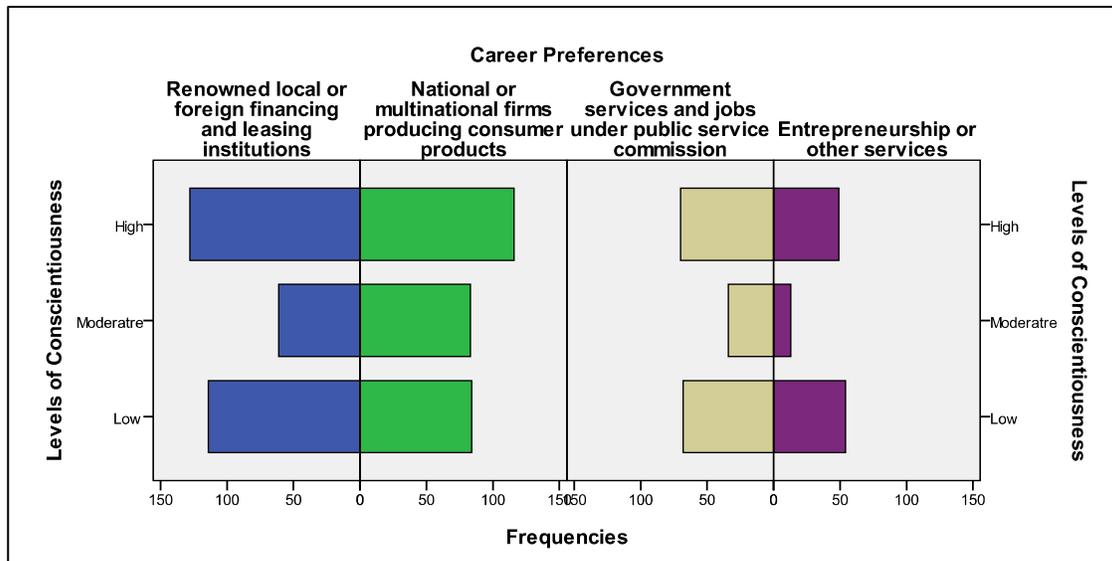


Figure 03: Levels of Conscientiousness and Career Preferences

Pearson Chi-Square value ($X^2 = 21.434$), illustrated in table 06 below, is significant ($X^2_{cv} = 12.59 < X^2 = 21.434$, $\Phi = 0.157$, $\alpha = 0.05$ and $p < 0.05$). Moreover, as X^2 is much greater than X^2_{cv} ($21.434 > 12.59$), null hypothesis (H_0) has been rejected and the alternative hypothesis (H_a) has been accepted as well as a significantly small association (Cramer's $V = 0.111$, $p < 0.05$) between 'conscientiousness' personality trait and 'career preferences' have been exposed.

Table 06: Chi-Square test for independence between Conscientiousness and Career Preferences

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Effect Size	Value	Approx. Sig.
Pearson Chi-Square	21.434 ^a	6	.002	Phi	.157	.002
Likelihood Ratio	22.068	6	.001	Cramer's V	.111	.002
Linear-by-Linear Association	1.006	1	.316	<i>Numbers of Valid Cases 874</i>		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 25.35.						

Extraversion and Career Preferences

As depicted in figure 04 below, it is observed that, those respondents who have chosen 'entrepreneurship or other services' as preferred career, are found to be in higher ranking on 'extraversion' personality trait and those who have preferred 'Government services and jobs under Public Service Commission' are in low ranking. But the respondents possessing a moderate ranking in 'extraversion' personality trait tend to prefer 'renowned local or foreign financing and leasing institutions' and 'national or multinational firms producing consumer products'.

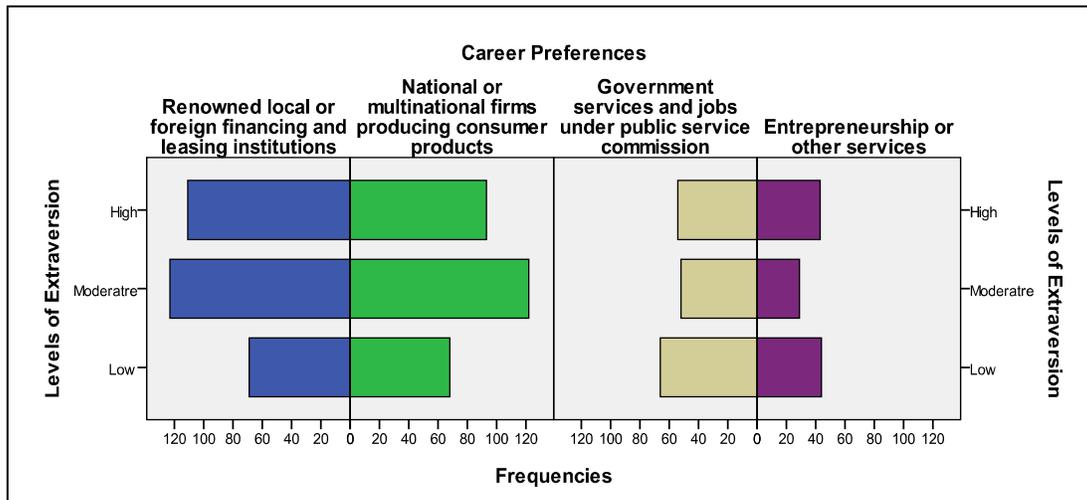


Figure 04: Levels of Extraversion and Career Preferences

A Chi-square test for independence between this 'extraversion' personality trait and 'career preferences', illustrated in table 07 below, yields significance where, $X^2 = 26.859 > X^2_{cv} = 12.59$,

Phi = 0.175, $\alpha = 0.05$ and $p < 0.05$. Based on these findings, this study has rejected H_0 and accepted H_a , where the association between ‘extraversion’ personality trait and ‘career preferences’ is found to be significant, though small (Cramer's V = 0.124 with $p < 0.05$).

Table 07: Chi-Square test for independence between Extraversion and Career Preferences

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Effect Size	Value	Approx. Sig.
Pearson Chi-Square	26.859 ^a	6	.000	Phi	.175	.000
Likelihood Ratio	26.820	6	.000	Cramer's V	.124	.000
Linear-by-Linear Association	6.696	1	.010	<i>Numbers of Valid Cases 874</i>		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 25.08.						

Neuroticism and Career Preferences

As per figure 05, ‘entrepreneurship or other services’ have been preferred by those respondents who are in higher ranking on ‘neuroticism’ personality trait. Conversely ‘renowned local or foreign financing and leasing institutions’, ‘national or multinational firms producing consumer products’ as well as ‘government services and jobs under public service commission’ have been preferred by those who are in low ranking in this personality trait.

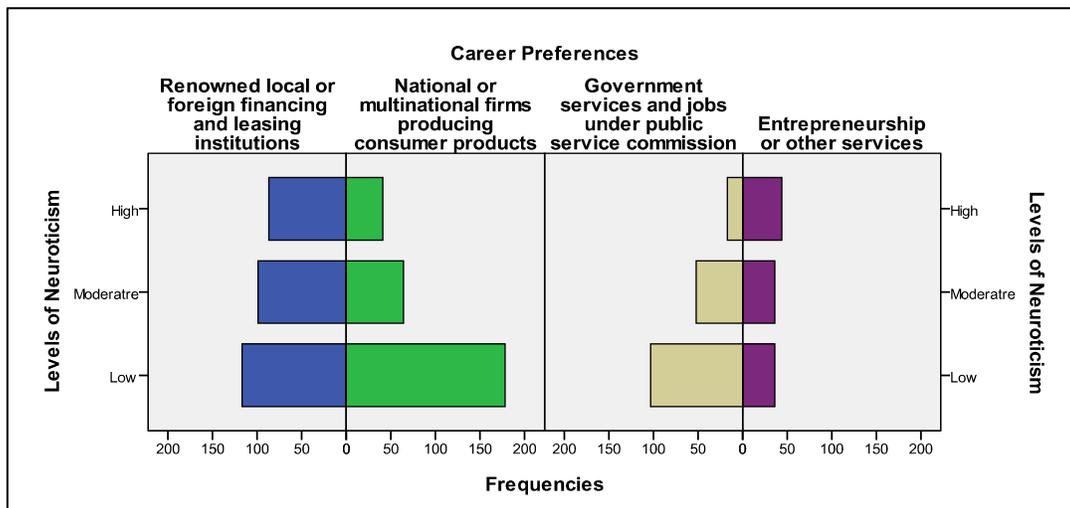


Figure 05: Levels of Neuroticism and Career Preferences

The value of Pearson Chi-Square (X^2), illustrated in table 08 below, is significant ($X^2_{cv} = 12.59 < X^2 = 19.806$, Phi = 0.291, $n = 874$, $df = 6$, $\alpha = 0.05$ and $p < 0.05$) because of which the null hypothesis (H_0) has been declined and the alternative hypothesis (H_a) has been retained along with a significantly medium association (Cramer's V=0.205, $p < 0.05$).

Table 08: Chi-Square test for independence between Neuroticism and Career Preferences

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)	Effect Size	Value	Approx. Sig.
Pearson Chi-Square	73.765 ^a	6	.000	Phi	.291	.000
Likelihood Ratio	75.232	6	.000	Cramer's V	.205	.000
Linear-by-Linear Association	.232	1	.630	<i>Numbers of Valid Cases 874</i>		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 25.08.						

Findings

Based on analyses, this study has found that, students who prefer to pursue their career in 'renowned local or foreign financing and leasing institutions' are highly agreeable, high in openness to experience, moderately extrovert, high in conscientiousness and low in neuroticism personality traits. Students who like to join in 'national or multinational firms producing consumer products' are moderately agreeable, high in openness to experience, moderately extrovert, high in conscientiousness and low in neuroticism personality traits. Students who are moderately agreeable, low in openness to experience, high in conscientiousness, low in extroversion and low in neuroticism personality traits, are found to prefer 'Government services and jobs under Public Service Commission' and those who have chosen 'entrepreneurship or other services' are highly agreeable, high in openness to experience, low in conscientiousness, highly extrovert and high in neuroticism personality traits. Hence, this study has found significant relationship between various public and private universities' undergraduate business students' personality traits and their career preferences.

Findings of this study are summarized in table 09.

Table 09: Career Preferences at different levels in each personality trait

Career preferences	Levels in each Personality Trait				
	Agreeableness	Openness to Experience	Conscientiousness	Extraversion	Neuroticism
Renowned local or foreign financing and leasing institutions	High	High	High	Moderate	Low
National or multinational firms producing consumer products	Moderate	High	High	Moderate	Low
Government services and jobs under public service commission	Moderate	Low	High	Low	Low
Entrepreneurship or other services	High	High	Low	High	High

Limitations and Recommendations

Albeit this study has focused on the constructs of personality trait, developed in the ‘Big Five Model’, as antecedents of students’ career preferences and found significant associations, in the context of Bangladesh, a basic question may arise about the suitability of the undergraduate students in giving accurate responses to the questions and statements used in the data collection schedule due to their immature knowledge about the world of work and different dimensions of their personality. However, to mitigate such chances appropriate counseling has been provided to the enumerators to cooperate the respondents effectively and efficiently during data collection process. But yet, this study cannot circumspectly guarantee a cent percent alleviation of that predefined issue.

Conclusion

The existing literatures in this context have repeatedly found that individuals’ job satisfaction significantly depends on the agreement between their personality traits and the job they are pursuing or preferring to pursue. Thus for ensuring the superior quality and interruption free productivity, it is inevitable for the employers to recruit and select employees in the light of appropriate personality traits for performing the job. Hence, it would be the ideal approach for the undergraduate students to identify firstly in which personality type they belong to along with a profound understanding about the constructs that have constituted that personality and then select the most appropriate career to avoid work related frustrations, dissatisfactions and other similar outcomes.

References

- Allport, GW 1937, *Personality: A Psychological Interpretation*, Holt, New York.
- Asika, N 2002, *Research Methodology in the Behavioural Sciences*, Longman Nigeria Inc, Lagos.
- Barrick, MR, Mount, MK & Gupta, R 2003, ‘Meta-Analysis of the Relationship between the Five-Factor-Model of Personality and Holland’s Occupational Types’, *Personnel Psychology*, vol. 56, pp. 45-74.
- Baruch, Y 2006, ‘Career development in organizations and beyond: Balancing traditional and contemporary viewpoints’, *Human Resource Management Review*, vol. 16, pp. 125-138.
- Becker, GS 1993, ‘Human capital: a theoretical and empirical analysis with special reference to education’, *The University of Chicago Press*, Chicago.
- Borghans, L, Duckworth, AL, Heckman, JJ & ter Weel, B 2008, ‘The Economics and Psychology of Personality Traits’, *Journal of Human Resources*, vol. 43, pp. 972-1059.
- Bryant, BK, Zvonkovic, AM & Reynolds, P 2005, ‘Parenting in relation to Children and adolescent vocational development,’ *Journal of vocational behaviours*, vol. 69, pp. 149-175.
- Burch, G St. J, Neil A 2008, ‘Personality as predictor of Work Related Behavior and Performance: Recent advances and directions for future,’ *International Review of Industrial and Organizational Psychology*, Edited by G.P. Hodgkinson & J. K. Ford. vol. 23, John Wiley & Sons Ltd.
- Cattell HEP, Alan DM 2008, ‘The Sage Handbook of Personality Theory Assessment,’ pp. 135-159.

- Carter, NM 2003, 'The career reasons of nascent entrepreneurs', *Journal of Business Venturing*, vol. 18, no.1, pp. 13-39.
- Chisty, KKS, Uddin, GM & Ghosh, SK 2007, 'The Business Graduates Employability in Bangladesh: Dilemma and Expected Skills by Corporate World,' *BRAC University Journal*, vol. 04, no. 01, pp. 1-8.
- Chuenyane, ZN1983, 'Career guidance needs assessment of black secondary schools in the Transvaal province of the Republic of South Africa,' *International Journal for the Advancement of Counseling*, vol. 06, no. 04, pp. 271- 280.
- Costa, PT & McCrae, RR 1985, '*The NEO-PI-R Personality Inventory Manual*,' Odessa, FL: Psychological Assessment Resources.
- Cutler, JL, Alspector, SL, Harding, KJ, Wright, LL & Graham, MJ 2006, 'Medical students perception of psychiatry as a career choice', *Academic Psychiatry*, vol. 30, no. 2, pp. 144-149.
- Dessler, G 2009, *Fundamentals of Human Resource Management, Content, competencies, and applications*, Upper Saddle River, Pearson.
- Digman, JM 1990, 'Personality structure: Emergence of the five-factor model', *Annual Review of Psychology*, vol. 41, pp. 417-440.
- Durr II, MR & Tracey, TJG 2009, 'Relation of person-environment fit to career certainty,' *Journal of Vocational Behavior*, vol. 75, pp. 129-138.
- Edwards, K & Quinter, M 2011, 'Factors Influencing Students Career Choices among Secondary School students in Kisumu Municipality-Kenya', *Journal of Emerging Trends in Educational Research and Policy Studies*, vol. 02, no. 02, pp. 81-87.
- Ferry, TR, Fouad, NA & Smith, PL 2000, 'The role of family context in a Social cognitive model for career-related choice behaviour : A math and science perspective', *Journal of Vocational Behaviour*, vol. 57, no. 10, pp. 348-364.
- Fleming, L, Engerman, K & Griffin, A 2005, *Persistence in engineering Education : Experiences of first year students at a historically black university. Proceedings of the 2005 American Society for engineering education annual conference and exposition*, Howard University, 2005.
- Goldberg, LR 1990, 'An alternative "description of personality: The Big-Five factor structure,' *Journal of Personality and Social Psychology*, vol. 59, pp. 1216-1229.
- Goldberg LR 1992, 'The development of markers for Big Five Factor Structure', *Psychological Assessment*, vol. 4, no. 1, pp. 26-42.
- Goldberg, LR 1993, 'The structure of phenotypic personality traits', *American Psychologist*, vol. 48, pp. 26-34.
- Harris, MC, Marx, J, Gallagher, PR, Ludwig 2005, General vs Subspeciality paediatrics, Factors leading to residents, 'career decisions over a 22 year period,' *Archives of Paediatrics and Adolescent Medicine*, vol. 159, no. 3, pp. 212-216.
- Hall, DT 1976, *Careers in Organizations*, Pacific Palisades, CA, Goodyear.
- Heckman, JJ, Stixrud, J & Urzua, S 2006, 'The Effects of Cognitive and Non cognitive Abilities on Labor Market Outcomes and Social Behavior', *Journal of Labor Economics*, vol. 24, pp. 411-482.
- Holland JI 1985, 'The present status of a Theory of Vocational Choice', *Perspectives on Vocational Development*. Baltimore: American Personnel and Guidance Association.
- Hossain, ME, & Siddique, T 2012, Career Preference of Business Graduate in Bangladesh: 'A Case Study of Some Selected Private Universities', *Asian Business Review*, vol. 01, no. 1, pp. 106-113.
- Howard PJ, Howard JM 1995, 'The Big Five Quick Start: An introduction to the five factor model of personality for human resource professionals', ED 384754, Centre of applied cognitive studies, Charlotte, North Carolina.

- Hussain, S, Abbas, M, Shahzad, K & Bukhari, SA 2011, 'Personality and career choices', *African Journal of Business Management*, vol. 06, no. 06, pp. 2255-2260.
- Jones, WA, Larke Jr, A 2005, 'Enhancing the life for hispanic individuals through career preparation', *Journal of Hispanic Higher Education*, vol. 4, no. 1, pp. 5-18.
- Judge TA, Chad AH, Carl JT, Murray RB 1999, 'The Big Five Personality Traits, General Mental Ability, and Career Success Across The Life Span', *Personality Psychology*, vol. 52, no.3, ABI/INFORM Global, pp. 621.
- Kochung, Edwards & Migunde, Quinter 2011, 'Factors Influencing Students Career Choices among Secondary School students in Kisumu Municipality-Kenya', *Journal of Emerging Trends in Educational Research and Policy Studies*, vol. 02, no. 02, pp. 81-87.
- Larson, LM, Rottinghaus, PJ & Borgen, FH 2002, 'Meta-analyses of big six interests and big five personality factors', *Journal of Vocational Behavior*, vol. 61, pp. 217-239.
- Lee, FK, Johnston, JA & Dougherty, TW 2000, 'Using a Five-Factor Model of Personality to Enhance Career Development and Organizational Functioning in the Workplace', *Journal of Career Assessment*, vol.08, pp. 419-427.
- Myers IB, McCaulley MH, Quenck NL, & Hammer AL 1998, *MBTI manual: A guide to the development and use of the Myers-Briggs Type Indicator (3rd edition)*, ISBN-10: 0891061304, ISBN-13: 978-0891061304.
- Micallef, C., Gatt, S 2004, 'Gender preferences and science career choice', *International Workshop "Access of women to science*, Cologne, Germany.
- Moulton, C 1999, *Emotions of Normal People*, Taylor & Francis Ltd , London.
- Mount, MK, Barrick, MR, Scullen, SM & Rounds, J 2005, 'Higher-order Dimensions of the Big Five Personality Traits and the Big Six Vocational Interest Types', *Personnel Psychology*, vol. 58, pp. 447-478.
- National Web Portal of Bangladesh. Retrieved from: http://www.bangladesh.gov.bd/index.php?Itemid=27&id=205&option=com_content&task=category
- Ososki, A, White, J, Morago, S & Van Sickle, J 2006, 'Factors affecting science undergraduates choice of teaching as a career,' *A case study at Humboldt State University, Humboldt State University, California*.
- Ostendorf F, Angleitner A 1992, 'On the generality and comprehensiveness of the five factor model of personality : Evidence for five robust factors in questionnaire data,' *Modern personality psychology*, Harvester Wheatsheaf, pp. 73-109.
- Paglin, M & Rufolo, AM 1990, 'Heterogeneous Human Capital, Occupational Choice, and Male- Female Earnings Differences,' *The Journal of Labor Economics*, vol. 8, pp. 123-144.
- Pearl, J 2000, 'Causality: Models, Reasoning, and Inference,' Cambridge University Press, ISBN: 0521773628, ISBN-13: 9780521773621.
- Perrone, KM, Sedlacek, EW & Alexander, MC 2001, 'Gender and ethnic differences in career goal attainment,' *Career Development Quarterly*, vol. 50, no. 2, pp. 168-178.
- Robbins, SP 2001, *Organizational behavior* (9th ed.), Prentice-Hall, New Jersey.
- Saucier, G & Goldberg, LR 1998, ' What is beyond the Big Five,' *Journal of Psychology*, vol. 66, pp. 495-524.
- Shamsuddoha, & Khanam 2003, 'Development of Human Resources in Bangladesh: An Analysis of Institutional Supports,' Retrieved from: <http://ssrn.com/abstract=1295429>
- Singaravelu, HD, White, LJ & Bringaze, TB 2005, 'Factors influencing International students career choice,' *Journal of Career Development*, vol. 32, no. 1, pp. 45-59.

- Soethout, MBM, ten Cate, ThJ, van der Wai 2004, 'Factors Associated with the Nature, Timing and Stability of Career Choices of Recently Graduated Doctors in European Countries, a Literature Review,' Retrieved from: <http://www.med-ed-online.org/res00114.htm>.
- Sullivan, BA & Hansen, JC 2004, 'Mapping associations between interests and personality: Toward a conceptual understanding of individual differences in vocational behavior,' *Journal of Counseling Psychology*, vol. 51, pp. 287-298.
- Tokar, DM, Fischer, AR & Subich, LM 1998, 'Personality and Vocational Behavior: A Selective Review of the Literature,' *Journal of Vocational Behavior*, vol. 53, pp. 115-153.
- Tupes, EC & Cristal, RE 1961, 'Recurrent Personality Factors Based on Trait Ratings', Technical Report ASD-TR-61 97, Lackland Air Force Base, TX: Personnel Laboratory, Air Force Systems Command.
- Udoudoh, Samuel J 2012, 'Impacts of personality traits on career choice of Information Scientists in Federal University of Technology,' *International Journal of Library and Information Science*, vol.04, no.04, pp. 57-70.
- University Grants Commission 2009, 'HANDBOOK Universities of Bangladesh'. Retrieved from: http://www.ugc.gov.bd/book_publications/Inner_Page%20Hand%20book.doc
- Van Auken, H, Stephens, P, Fry, F, & Silva, J 2006, 'Role model influences on entrepreneurial intentions: A comparison between USA and Mexico,' *International Entrepreneurship and Management Journal*, vol. 2, no. 3, pp. 325-336.
- Watson, K 2004, 'Discussing the diversification of engineering,' Retrieved from: [http://www.nae.edu/nae/casecommew.nsf/0754c87f163f599e85256cca00588f49/85256d9f006047a985256f4b0048a657/\\$FILE/Watson%20remarks.pdf](http://www.nae.edu/nae/casecommew.nsf/0754c87f163f599e85256cca00588f49/85256d9f006047a985256f4b0048a657/$FILE/Watson%20remarks.pdf)
- Willcockson, IU & Phelps, CL 2004, 'Recruiting future neuroscientists: What asking the recruits can teach us,' *Neuro-scientist*, vol. 10, no. 6, pp. 594-597.
- Zaidi, FB & Iqbal, S 2011, 'Impact of career selection on job satisfaction in the service industry of Pakistan', *African Journal of Business Management*, vol. 06, no. 09, pp. 3384-3401. DOI: 10.5897/AJBM11.1708.

Appendix 01

Trait Specific Continuum Scale for Personality Assessment

Left Side	←————— Balanced —————→									Right Side
→How much do you share your interests with others?										
Believe that others are working for their-selves that's why I become selfish, rough in social relationships	1	2	3	4	5	6	7	8	9	Highly social, Friendly, Generous, Honest and Trustworthy.
→How much are you interested in the changes and varieties?										
Imaginative, Independent and Interested in variety.	9	8	7	6	5	4	3	2	1	More conventional, Less explorative, Expose avoidance to variety and change.
→How cautiously you consider your present and future life?										
Carless about future planning, Less cautious about surroundings and Avoid rigidity of compactness.	1	2	3	4	5	6	7	8	9	Very careful about future planning, Cautious about surroundings, Compact and fully scheduled.
→How do you communicate with unknown outsiders?										
Extroverted, Fun-loving and Friendly	9	8	7	6	5	4	3	2	1	Reserved, Less likely to be social and Feel uncomfortable to interact with strangers
→How much confident you are with your potentials?										
Frustrated, Angry, Depressed, and Self-blaming.	1	2	3	4	5	6	7	8	9	Optimistic, Emotionally stable, Full of inner strength

Appendix 02**Sample Demographics**

Demographic Segments		Frequency	Percent	Cumulative Percent
Gender	Male	485	55.5	55.5
	Female	389	45.5	100
	Total	874	100	
Type of University	Public	259	29.63	29.63
	Private	615	70.37	100
	Total	874	100	
Study Year	1 st Year	288	33.0	33.0
	2 nd Year	355	40.6	73.6
	3 rd Year	231	26.4	100
	Total	874	100	
Division by Birth	Barisal	69	7.9	7.9
	Chittagong	109	12.5	20.4
	Dhaka	330	37.8	58.1
	Khulna	115	13.2	71.3
	Rajshahi	119	13.6	84.9
	Rangpur	78	8.9	93.8
	Sylhet	54	6.2	100
	Total	874	100	