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Title: Factors influencing career choice in students entering administrative profile careers at the Instituto Tecnológico Superior Zacatecas Norte

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Introduction

Career choice is a complex and transcendental process for students; it is one of the most relevant decisions they must make, since it determines job opportunities, as well as the obtaining of economic resources (González, 2010).

Choosing a career involves a process of self-knowledge regarding strengths, weaknesses, interests and expectations (Andrade et al., 2018), it involves a process of discovering the reasons for determining which career to study (Chang, 2018)

The choice of a professional career is a project that encompasses a way of life to achieve personal and professional progress, in which it is necessary for students to have the help of educational counselors, teachers and family members (Andrade et al., 2018), so that it is possible to avoid demotivation in professional studies, failure and school dropout (Chang, 2018). The choice of career should be constituted as a life project that allows a good academic and work performance.



Introduction

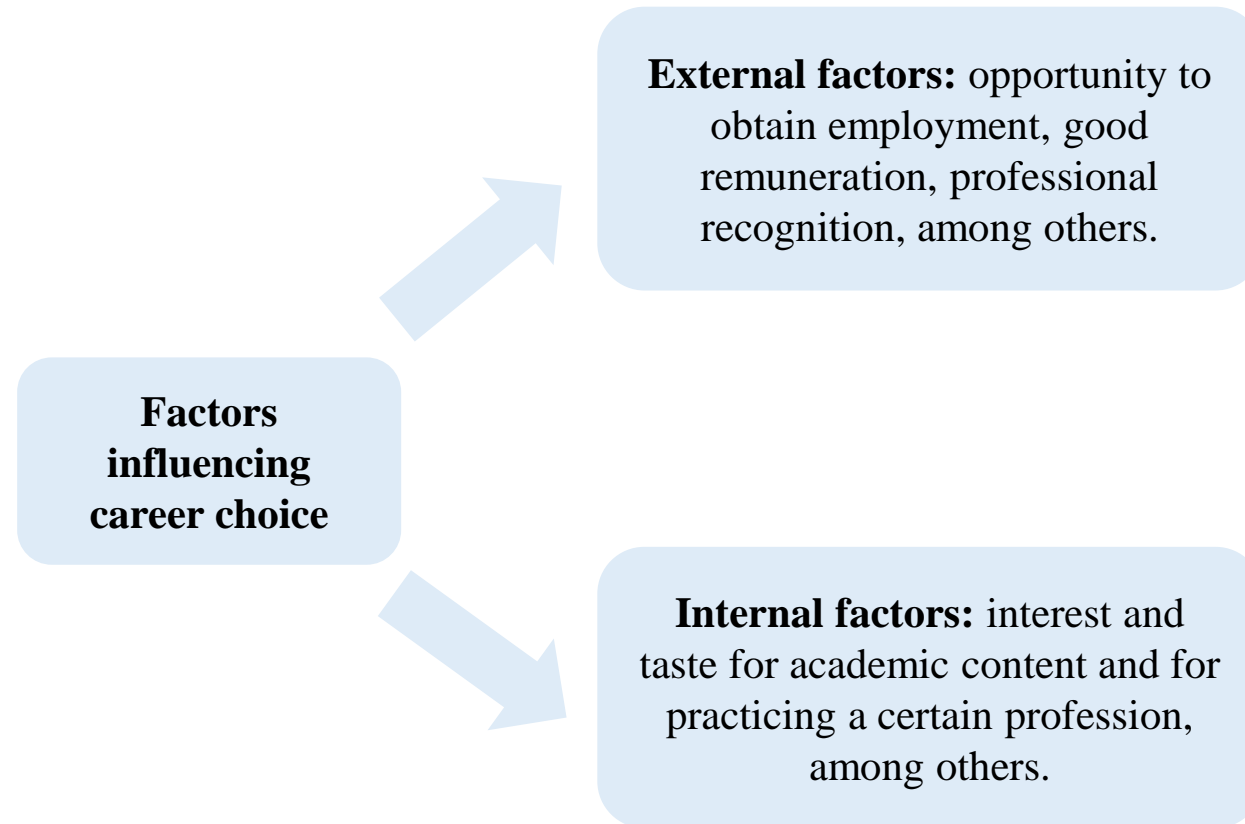


Figura 1
Influencing factors in career choice.



Introduction

The institute does not identify in its student admissions process the factors that influenced students' career choices.

It is important to identify those students who were more influenced in their career choice by external factors than by internal factors (related to vocational interests). Career choice should not be based on external factors because students may have problems academically and later in career performance (Rivera, 2015).

The results of this research can lay the groundwork for establishing strategies to identify students who have little influence of internal factors related to career interest and who require guidance and academic support (Molina & Zamora, 2004), so that, as indicated by Arapia and Oviedo (2017), students can be helped not to fall behind in the fulfillment of the study plan and maintain the conviction to continue their studies, favoring the personal and academic satisfaction of students, reducing the social and economic costs associated with an inadequate career choice.



Introduction

General research question:

What level of influence do internal and external factors have on the choice of careers in Management Engineering, Public Accountant and Business Management at Instituto Tecnológico Superior Zacatecas Norte?

Specific questions:

What influence do internal and external factors have on career choice?

Do internal factors influence career choice more than external factors?

Are there differences between careers with respect to the influence of internal and external factors?



Methodology

The design of this research is quantitative non-experimental since there is no manipulation of variables (Escamilla, 2013). The moment of the study is transversal because the information investigated corresponds to a specific moment (Rodríguez & Mendivelso, 2018). The scope of the research is descriptive, it allows to know characteristics and properties to be able to measure the variables under study (Martínez & González, 2020), in the case of this research it corresponds to the internal and external factors that influence students to choose a career.



Methodology

General Objective.

To analyze the influence of internal and external factors on the career choice of new students in the careers of Engineering in Administration, Public Accountant and Engineering in Business Management of Tecnológico Superior Zacatecas Norte.

Specific objectives.

To identify the level of influence that internal and external factors have on career choice.

To compare the influence of internal and external factors on career choice.



Methodology



The student population under study consisted of 105 students who were in their second semester at the institute in March 2023, in the careers of Engineering in Administration, Engineering in Business Management and Public Accountant. To calculate the sample size for a population whose size is known (finite population), with 50% in proportion, for a confidence level of 95%, considering a margin of error of 5% (Diaz, 2017). Developing the formula for the population under study, a sample of 83 students was obtained. To determine the sample by strata, stratified probability sampling proportional to the size of each stratum was used, which increases the precision of the sample for each stratum (López & Fancheli, 2015). To establish the size of each stratum, the Kish formula was used to obtain the constant factor, where: $Kish = n/N = 83/105 = .7904$ (Cruz & Quiñonez, 2012), thus multiplying the Kish factor by the size of each stratum (Hernández, et al, 2014), see Table 1.

Table 1 *Sample size*

Career	Sample size by stratum
Engineering in Administration	38
Public Accountant Business Management	28
Engineering	17
Total	83

Source: *Own elaboration*



Methodology

The data collection instrument used in the research is composed of two scales that allow identifying the level of influence that internal and external factors have on career choice. The questionnaire consists of 7 items for external factors and 7 items for internal factors, each with five response alternatives from 1 to 5 as response options (Rivera, 2015).

The data analysis was carried out using the Statistical Package for the Social Sciences (SPSS) software, which made it possible to obtain descriptive data for each of the elements that made up the scale to measure the influence of the internal and external factors that influenced the students to choose a career, and to establish levels of influence of the factors mentioned above.



Results

As for the internal factors that most influenced the choice of career, the professional fulfillment in the student's area of interest, in the Management Engineering career, this factor had a high influence with 42.1%, a similar result was presented in the Public Accountant career, with 39.3%, while in the Business Management Engineering career, 70.6% of the students stated that they had professional fulfillment when studying this career.

As for taking into account the evaluation of abilities to be able to pursue the career, in the three careers the students indicate that they had a high level of influence of this factor, 57.6% in Management Engineering, 53.6% in Public Accountant and 70.5% in Business Management Engineering.

Similarly, studying a career as a way to improve oneself has high levels of influence in the three careers, 76.3% in Management Engineering, 64.2% in Public Accounting and 82.9% in Business Management. The factors related to self-improvement were more influential than those related to feeling interest and vocation for the chosen career.



Results

Regarding the influence of external factors in the choice of career, the most influential factors were the expectation of having a stable job, 42.2% in Engineering in Administration, 53.5% in Public Accountant and 41.2% in Business Management. The factor that refers to the possibility of working in a team and relating with people had an influential result, 55% in Engineering in Administration and 42.9% in Public Accountant, this result was not very influential for the students of Business Management with 5.9%. Having a stable job and having the opportunity to relate with others was more influential than other factors such as the existence of a large job market and the possibility of obtaining a good income or the social prestige of the career. The influence of advertising and print media was one of the least influential factors in students' career choice..

To determine the overall influence of internal and external factors by career, a rating scale was used to group the responses provided by the students into three levels, as shown in Table 2 for internal factors and Table 3 for external factors. The results indicate that in all three careers the students are more influenced by the internal factors than by the external factors; however, the average level of influence is very high in all three careers, especially in the external factors.

Table 2 *Overall influence of internal factors.*

Careers	Low	Medium	High
Administration	5.3	52.6	42.1
Public Accountant	10.7	64.3	25
Business	0	47.1	52.9
Management			

Source: Prepared by the authors with data obtained from SPSS and expressed in percentages.

Table 3 *Overall influence of external factors*

Careers	Low	Medium	High
Administration	18.4	60.5	21.1
Public Accountant	10.7	78.6	10.7
Business	23.5	70.6	5.9
Management			

Source: Prepared by the authors with data obtained from SPSS and expressed in percentages.



Conclusions

The students who entered the careers of Administration, Public Accountant and Business Management were more influenced by internal factors that are related to intrinsic motivations and vocational interests than by external factors such as obtaining a good income, prestige of the profession, among others. However, it should be taken into account that in the Administration career 5.3% and in Public Accountant 10.7% have a low influence of internal factors. This condition may affect the students' interest in their studies, as well as their academic performance. Follow-up and orientation strategies should be designed for students in this condition. The results of this research provide a guideline for ITSZN to evaluate the possibility of implementing diagnostic questionnaires in the admission process to learn about the motivations that lead to the choice of career, as well as the educational expectations that students have.



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