FACTORS AFFECTING JOB ORIENTATION OF
THAI NGUYEN UNIVERSITY GRADUATES

Quang Huy Doan ✉

Thai Nguyen University of Economics and Business Administration, Vietnam

doanquanghuytnu@gmail.com

Thi Phuong Hong Bui

Thai Nguyen University of Technology, Vietnam

buithiphuonghong@tnu.edu.vn

Abstract

Choosing the right career orientation is extremely important for us. Everyone wants to have a job that suits their abilities and can be attached for a long time. In order to make the right choices, we need to consider both our preferences and personal aspirations, as well as the influence of family and labor market needs. Especially for new graduates, job orientation is necessary for them to be able to make plans for the future and affect their life-long work. Hence, research on job orientation is very necessary for educational institution and enterprises also. With this point of view, the thesis proposes a system of a set of criteria to evaluate job orientation of graduates of Thai Nguyen University. Base on these indicators, the thesis took a survey and collected graduated students' perception on their job orientation. As a result, study discovered strong and weak points of orientation programs of Thai Nguyen University. Further, the thesis used multivariate regression equation to determine factors affecting job orientation of graduates in Thai Nguyen University. Bases on results, the study provided managers of Thai Nguyen University and employers also valuable and meaningful referential recommendations to build policies, appropriate changes in order to support better for students and new employees.

Keywords: Job Orientation, Job Choice, Developmental Policy, Vietnam

INTRODUCTION

Today, changes and transformations take place anytime, anywhere, affecting all areas of life and this process is strongly reflected in the working life. The idea, the way and the way it works now goes beyond traditional models, getting closer to global standards and affecting the quality of life of every individual.

Career has a very important role in our lives, making the orientation and choosing the right job is extremely necessary. However, choosing the right career is not easy, requires us to study, consider the characteristics and background of the difference. The values, personal characteristics and social needs are constantly changing and are the result of the constant fluctuations of society and the environment.

People always want to choose a career that best suits their abilities, fits and sticks throughout their lives. Occupation creates the values and status of a person. Careers are closely related to individual self-esteem, which is an important prerequisite for establishing relationships with other members of society (Şimşek & Öge, 2009: 259).

Choosing a career is one of the most important decisions of recent graduates to prepare for future life. This decision will impact their lives for a lifetime. Typically, students will enjoy working in relation to what they learn in college.

Along with the improvement of living standards and social development, students' expectations and awareness also changed. Today, people are not simply looking for work, they are also looking for jobs that bring satisfaction, security, love and social recognition. Work will be one of the important issues to help them realize the meaning of life (Yu, 1996), thereby building an appropriate attitude. Many students will change their views about careers when they graduate compared to when they start college. They will be inclined to choose careers that are more suitable for their abilities, personality, rather than personal preferences.

Career expectations have a great influence on curriculum choice and career orientation (Herr & Cramer, 1996). In addition, career orientation is also affected by many other factors such as gender, race, parental support, academic achievement, socio-economic status, ... Besides, it is also very many other theoretical and empirical factors may influence the career orientation of graduates, but have not been mentioned in previous studies.

In this context, the study aims to investigate the affecting job orientation of graduated students in Thai Nguyen University. For this purpose, this research is needed for identifying factors affecting job orientation of graduated students in Thai Nguyen University; then, to offer solutions to improve capacity of students to adapt requirements of employers and their expectations.

LITERATURE REVIEWS

Theoretical approach

The study used some related theories as: Theory of Work Adjustment; Holland's Theory of Vocational Personalities in Work Environment; Self-concept Theory of Career Development; Gottfredson's Theory of Circumscription and Compromise; Social Cognitive Career Theory; Choice Theory; Lent, Brown and Hackett's Social Cognitive Career Theory (SCCT).

Choice Theory was developed by William Glasser, emphasize that behavior is basically a personal choice, based on the person's views, feelings, and needs. Therefore, behavior is difficult to identify and control by external circumstances. In other words, people tend to make choices in response to the requirements of the social and physical environment. Therefore, human behavior is highly proactive and they are responsible for the consequences of their choices. Accordingly, William Glasser draw five core concepts are foundational to classroom management and discipline, including (1) Basic Needs (survival, love and belonging, power, freedom, and fun); (2) Quality World (people, activities, values, and beliefs); (3) Reality and Perception, which suggest that people act based upon what they perceive to be real; (4) Comparing Place, which emphasize that people tend to find a match between what people perceive and what they want; and (5) Total Behavior (Acting, thinking, feeling, and physiology). Further, Lent, Brown and Hackett's Social Cognitive Career Theory (SCCT) provide comprehensive theoretical framework between contexts and career choice action.

Figure 1 Theoretical Framework
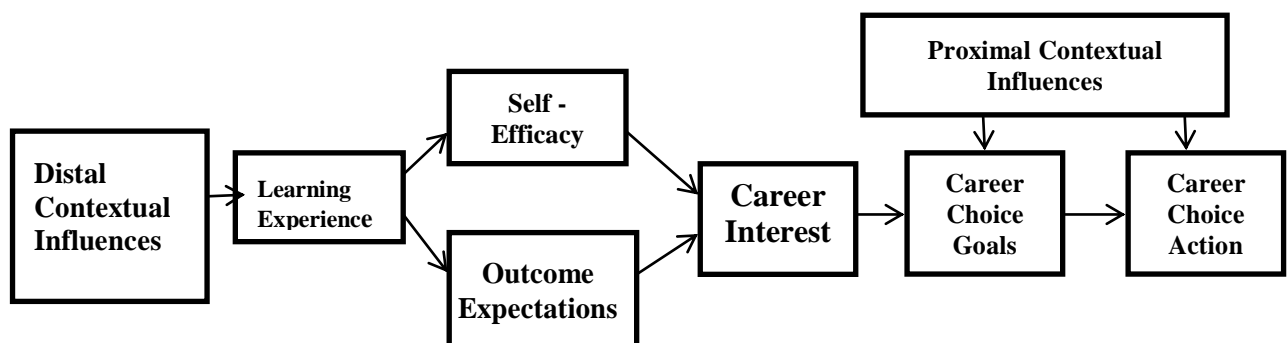
The model contains two key personal variables that help to determine job orientation: self-efficacy and outcome expectations

Theory of Work Adjustment

The Theory of Work Adjustment (TWA) (Dawis, 2002, 2005; Dawis & Lofquist, 1984) is an important theory that reflects the link between career development and the difference of

occupational behavior (Dawis, 1992). They are also called the correspondence between personal characteristics, job orientation and development through continuous adjustment processes that reflect changes in society and the labor market. In which: (a) the person (P) conducts a search for organizations, businesses and the working environment (E) in accordance with his expectations; and (b) E seeks individuals capable of meeting the requirements of the job. The term satisfaction is used to reflect the level of satisfaction P with E. The satisfaction term is used to express the degree to which E is satisfied with P. For P, they are interested in meeting demand. his / her. There are different types of needs but divided into two main groups: psychological needs and physical needs. However, for E, they aim for P's ability to meet the requirements of E.'s work. They expect P.'s capabilities and skills.

Holland's Theory of Vocational Personalities in Work Environment

The theory by Holland provides a framework for theoretical research on career interests and the environment, in order to provide career advice and guidance. Holland argues that a career hobby shows a person's personality. Career interests can be conceptualized into six categories: Realistic (R), Investigative (I), Artistic (A), Social (S), Enterprising (E), and regular (C).

Self-concept Theory of Career Development

According to Super (1990), career orientation is formed based on the complex interaction between many factors, including physical, mental, personal experiences and environmental characteristics.

Career development follows a cycle that is closely linked to one's life. Super (1990) emphasized that during a large career development cycle, there are smaller cycles, covering many stages from growth to separation. In addition, individuals experience a small cycle of periods whenever they change careers or lose jobs due to socioeconomic fluctuations (Savickas, 2002).

Gottfredson's Theory of Circumscription and Compromise

Gottfredson's (2002, 2005) studies the interaction between genetic makeup and the environment. Genetic characteristics play an important role in shaping a person's individual characteristics, such as hobbies, skills, values, etc. However, their manifestations to the outside environment affected by habitat. Although retention and habitat play an important role in shaping individual abilities and character, Gottfredson maintains that human response to the environment is a major factor in the outcome. impact. Career development is considered to be a

process of self-adaptation and adjustment, in which individuals exhibit genetic characteristics under the impact of sociocultural.

Social Cognitive Career Theory

Social Cognitive Career Theory (SCCT) (Lent, Brown, & Hackett, 2002; Lent, 2005) reflects the relationship of mutual influence between people and the environment. The SCCT provides three career development process models: (a) the development of the instructional system and academic benefits, (b) how individuals implement career and job orientation, and (c) Results and stability of the education system These three models, though with many differences, focus on emphasizing three core variables, namely personal characteristics, expectation of results and personal goals.

Empirical evidences

Levon T. Esters, Blannie E. Bowen (2005) identified factors that influence the career-selection behavior of urban agricultural education graduates. The results of this study have shown that career opportunities, high school education experience, work experience, interests and personal factors influence students' career choices.

In general, there were several events and experiences influencing students' decisions to choose or not choose a career in agriculture which partially supports the Social Learning Theory of Career Decision- Making. Moreover, a discriminant model consisting of selected factors could not reliably discriminate between former students who chose or did not choose a career in agriculture after they graduated from an urban agricultural education program.

Erdogan Kaygin, Ali Caglar Gulluce (2013) examined the relationship between career choice and individual values. According to the results; there is a moderate positive significant correlation between Career Choice and Individual Values. In addition, it is agreed that there is a moderate positive relationship between the all sub-dimensions of Career Choice Scale and Individual Values Scale. This result may be an important indicator of individuals having a successful and happy working life and the choice of a career that is compatible with the values.

While "Private Life" is the most preferred career dimension, "Respectability" is the least preferred career dimension. This let us experience that individuals pay close attention to their professions not to limit their social lives and there is not an important distinction between well-known or not known institution due to the difficulty of finding a job.

Cheng Kai-Wen (2012) emphasized that the goal of vocational education is to improve professional knowledge, technical skills and professional ethics for students to make them ready to work immediately and be able to meet the requirements of business owners. Vocational

education plays an extremely important role in guiding and supporting students to find jobs as expected. However, besides university education, personal characteristics greatly affect the career orientation of students. In the study, the author analyzed the relationship between personality traits and employment opportunities in order to assess the influence of personal characteristics on career choices of graduates.

Research results have shown that students' personality traits can be measured by three main characteristics, including leadership, creativity and sociality. Employment opportunities can be divided into individual and environmental factors. Environmental factors include family factors, school factors, social factors and peer factors. Research results also indicate that men exhibit a higher level of creativity and sociality than women. Students who have participated in the study will have a higher leadership capacity than those who do not. Thus, we can conclude that leadership can be developed through higher education. Besides, experienced students participating in skills competitions have a stronger leadership quality than those without experience. Therefore, students are encouraged to participate in extracurricular activities, competitions to improve their soft knowledge, leadership ability.

In addition, the research results also show that student's personality characteristics affect the career development orientation. Students who have higher social interaction, tend to be more interested in future career development.

In addition, gender is also one of the important issues that govern career orientation. Research results show that male students exhibit higher adaptability, competitiveness, vitality, innovation, dominance and priority for group work than women. They are more adaptable to changing social environments than female students. Therefore, female students need to make more efforts to enhance their adaptability and competitiveness. In this day and age, schools not only focus on providing knowledge and skills to students according to market needs, but also need to support them in getting a job license and participating in skills competitions. This is extremely important to help them boost their confidence and competitiveness to find a job as expected.

METHODOLOGY

The paper used both descriptive and correlational method of research. Descriptive research was very useful for gathering, analyzing, classifying, analyzing cause and effect relationship and then making adequate and accurate interpretation about such data with or without the aid of statistical methods. Other side, correlation method was very meaningful to determine factors which affecting job orientation of graduated students in Thai Nguyen University. We found these methods appropriate in the study. The quantitative research was the official study period for data collection through questionnaire. Collected data was processed by software SPSS. Since,

the total number of graduated students at Thai Nguyen University is large, due to limitation of time and financial resources, we use convenient sampling technique method. And the perception of 222 students is included in this research.

Research conducted with self designed questionnaire checklist. It included two parts: (1) the profile of the respondents in terms of gender, marital status and academic major; (2) respondent's perception of factors affecting to their job orientation in term of Salary, Welfare, Work environment, Nature of work, Geographical distance, Personal Motivations, Personal Capacity, Labor Market, and Exterior Impacts. The statistical data counted by score gathered and percentage following Likert method (5-point scale):

Table 1. Likert Scale

Scale	Range	Interpretation
5	4.20 - 5.0	Essential/ Excellent / Strongly Agree
4	3.40 - 4.19	Preferential / Good / Agree
3	2.60 - 3.19	Normal/ Average / Neither Disagree or Agree
2	1.80 - 2.59	Non-Preferential/ Poor / Disagree
1	1.00 - 1.80	Unnecessary / Weak / Strongly Disagree

Data collected is processed by software SPSS and Microsoft Excel. For some qualitative and quantitative factors such as gender, age, etc. The paper used descriptive and inferential statistics. Further, Cronbach's Alpha for assessing the reliability of variables was applied.

FINDINGS AND DISCUSSIONS

Profile of respondents

Descriptive statistics show that there is the highest percentage of respondents having major is technology (45.4%). The respondents are economics major accounting for 38.2% (85 peoples). There is 9.4% (21 peoples) of respondents having agriculture major. Meanwhile, there is only a 7.0% (15 peoples) of respondents having fisheries major. Currently, the majors such as: technology and economics can easy having job, so there is many people choose. The respondents covering   131 peoples (59%) are male and only 91 people (41%) are female and single 210 peoples (94.6%) and 12 peoples are married (5.4%).

Cronbach's Alpha analysis

According to the results, Cronbach's alpha coefficient of 9 independent variables as Salary, Welfare, Work environment, Nature of work, Geographical distance, Personal Motivations,

Personal Capacity, Labor Market, Exterior Impacts, one dependent variable is job orientation are acceptable (Cronbach's alpha coefficient > 0.6) . Besides, corrected item-total correlation of all factors are greater than 0.3, so all factors can be retained.

Inferential analysis

Regression analysis was carried out with 9 independent variables as Salary, Welfare, Work environment, Nature of work, Geographical distance, Personal Motivations, Personal Capacity, Labor Market, and Exterior Impacts, one dependent variable was Job Orientation. The value of each element was used to run a regression of the average values of the observed variables.

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804[a]	.647	.643	.527

a. Predictors: (Constant), Salary, Welfare, Work environment, Nature of work, Geographical distance, Personal Motivations, Personal Capacity, Labor Market, and Exterior Impacts

b. Dependent Variable: Job Orientation

The result showed that the independent variables Salary, Welfare, Work environment, Nature of work, Geographical distance, Personal Motivations, Personal Capacity, Labor Market, and Exterior Impacts were correlated with job orientation variable at 5% significance level, Adjusted R^2 = 0.643. It meant, 64.3% variance of job orientation was explained by all independent variable (Salary, Welfare, Work environment, Nature of work, Geographical distance, Personal Motivations, Personal Capacity, Labor Market, and Exterior Impacts).

Table 3 ANOVA[b] of model

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	11.732	9	1.303	48.259	.000[a]
1	Residual	5.822	212	0.027		
	Total	17.554	221			

a. Predictors: (Constant), Salary, Welfare, Work environment, Nature of work, Geographical distance, Personal Motivations, Personal Capacity, Labor Market, and Exterior Impacts

b. Dependent Variable: Job Orientation

Level of sig is 0.000 <0.05, that mean the model is significant statistically and accepted.

Table 4 Result of regression analysis

Model		Coefficients		Sig.	Collinearity Statistics	
		Beta	Std. Error		Tolerance	VIF
1	(Constant)	.415	.225	.520	-	-
	Salary	.253	.132	.000	.615	1.656
	Welfare	.106	.283	.012	.707	1.420
	Work environment	.059	.307	.046	.551	1.822
	Nature of work	.098	.295	.005	.725	1.321
	Geographical distance	.057	.241	.020	.507	1.693
	Personal Motivations	.126	.392	.018	.635	1.021
	Personal Capacity	.192	.258	.000	.720	1.875
	Labor Market	.022	.151	.011	.642	1.651
	Exterior Impacts	.013	.349	.000	.551	1.553

Looking at the result table of linear regression analysis after were excluded variable, we saw Variance inflation factor (VIF) of each variable that were less than 10, so multicollinearity phenomenon does not affect the model interpretation results. The rules are when VIF exceeded 10, it has signs of multicollinearity phenomenon.

The regression results showed that the independent variables Salary, Welfare, Work environment, Nature of work, Geographical distance, Personal Motivations, Personal Capacity, Labor Market, and Exterior Impacts have Sig smaller than 0.05 so the variables are significant at 95%. So at 95% confidence level, the independent variable affects the dependent variable and the slope coefficients are respectively 0.253, 0.101, 0.054, 0.091, 0.058, 0.128, 0.197, 0.023, 0.011. The variables of Salary, Welfare, Work environment, Nature of work, Geographical distance, Personal Motivations, Personal Capacity, Labor Market, and Exterior Impacts are positive so all variables affect the same direction of the job orientation of graduated students in Thai Nguyen University.

The statistical test showed that the most important factor affecting to job orientation of graduated students in Thai Nguyen University was salary (Beta = 0.253). This was followed by Personal Capacity factor (Beta = 0.197), Personal Motivations factor (Beta = 0.128), Welfare factor (Beta = 0.101), Nature of work factor (Beta = 0.091), Geographical distance factor (Beta = 0.058), Work environment factor (beta = 0.054), Labor Market factor (Beta = 0.023) and finally Exterior Impacts factor (Beta = 0.011). Based on the regression results, all 9 factors affected the job orientation of graduated students in Thai Nguyen University. In particular, salary (Beta =

0.253) and Capacity factor (Beta = 0.197), the most effect on the job orientation of graduated students in Thai Nguyen University.

Respondents' Perception on factors affecting job orientation

The perception of Thai Nguyen graduates on factors affecting their job orientation is explained as below table:

Table 5 Respondents' Perception

No	Factor	Means	Evaluating level
1	Salary	4.01	Preferential
2	Welfare	4.12	Preferential
3	Work environment	3.62	Preferential
4	Nature Work	3.91	Preferential
5	Geographical distance	4.25	Essential
6	Personal Motivations	3.00	Normal
7	Personal Capacity	2.51	Poor
8	Labor Market	2.82	Average
9	Exterior Impacts	2.71	Average
10	Job orientation	3.51	Good

Salary, the students expected that the welfare of company must clearly and accurate, demonstrate the careful caring of administrators for employees, benefit and attractive. Specially, the respondent concerned in the welfare policies (insurance, resting mode, maternity...) of company.

Work environment, the respondents also want they can use many different skills, their job has importance to the company's operation, and they may decide some issues in their capacity.

Geographical distance, the students who were interviewed, they want to work close to home. Working place should be safety and comfort. They are willingess accept working far home but must convenient transportation.

Personal Motivations, the students can accept under-expected salary but can work immediately and to accumulate experience. They apply jobs following interests is normal level. They also want to have a job when they graduate. It's not important to work as hobby. They willingness to work under-expected salary and they can work immediately. And they willingness

to accept work with under-expected salary for experience accumulation. In general, they want having a job immediately when they graduating.

Personal Capacity, the students feel uncertain in their personal capacity and skill (technical skills, communication ability and soft-skill…) and their ability. The university should continue training and equipped with the knowledge and skills for students to ensure that they can ready meet requirement of employers.

Labor Market, the students having attention to jobs orientation following the labor market when they graduate. They understand that the labor market is very competitive and difficult. There are many graduates were unemployed or accept different their major. They also cost lots of time to search a good job. However, they do not know exactly what employers needed or information about job. The job's information and job's conditions are very important with employee.

Exterior Impacts, the exterior impacts factor is necessary with job orientation with graduated students to find job. The family and social orientation affect significantly to find job. The students do not have a clear mandate about job, so they need counselling, help from family, friends, and teacher… to find a good job and suit their self. However, guidelines programs of the university are less organized and not effective. The graduated students need job orientation, guidelines programs of university can easily find a job.

CONCLUSIONS AND POLICY RECOMMENDATIONS

From the findings of the study, we emphasize that, there are strongly correlation between salary, welfare, work environment, nature of work, geographical distance, personal motivations, personal capacity, labor market, exterior impacts and job orientation of Thai Nguyen university graduates. However, there are lots of thing we need to do to improve the chances for students to get the good jobs and work efficiency in the company. With the company, they should adopt some subsidies as risk allowance. When workers have difficulties and require physical needs, Company should also consider to give them a certain amount of money so that they can overcome difficulties in life. Company might also have employees to commit to work and pay back in limited time. This can help both of employees and company to retain employees and create work motivation. Grants can be obtained from annual profits, the welfare and or employee contribution campaign. The welfare activities also should be included. Further, the company should plan regulations to increase salary. The regulations must be clearly and fully.

•   To promote the role of bonuses to motivate the employees, Company should develop, expand, more complete forms of reward.

•   Bonus when over - planned performance: Every month, employees that fulfill the plan for the month, the organization needs to be rewarded.

•   Bonus for emulation: Quarterly in each department are meeting to vote the individuals completed the task and propose to leader to reward.

If company has forms like this will have the effect of encouraging employees in all departments and have competition advantages with other companies. Labor productivity will increase dramatically. To use this reward form effectively, it is important that the title and the prize must be great. This will make employees have more work motivation.

In addition, companies need show for employee see the working environment of the company is perfectly. For example: Safe working place. Tidy, clean and comfortable working place. Modern equipment for working. Temperature, light, noise is consistent. And time work is reasonable.

To solve the problem of geographical distance: The companies can equip bus system for employees, travel subsidy, or dormitories.

Especially, the Improvement of education quality is very necessary. The university should improve quality of education and job orientation programs to student can easy to find job. Such as:

•   Develop the organizational structure of the school transparent, clear and effective operation

•   Establish goals, vision, clear strategy of the university.

•   Renewal of teaching and learning methods, effectiveness, and teaching methods with practical

•   Application of modern methods of teaching the world to improve their teaching and to match the actual content and in Vietnam

•   Teachers are always improving knowledge, absorbing the teaching method or the neighboring schools to apply to practical teaching

•   Process improvement and assessment for the employees and student to enhance accurate, fair, clear and reliable assessment for students and employees of university

•   Develop training time between theory and actual practice is reasonable, appropriate

•   There is a strong combination between faculty lectures and practical work

•   Additional modern machinery, laboratory... to serve the teaching and learning of lecturers and students

•   Continue to improve and further enhance the infrastructure and equipment of university

•   Boosting job orientation programs for students.

•   Connect with companies to find jobs for students

Findings of the study are based on the perception and evaluation of Thai Nguyen university graduates; hence it is quite subjective. In order to reflect the overall and comprehensive picture of career orientation, market research and employer reviews are needed for future studies.

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