

The Factors Affecting Career Value of College Students in Heilongjiang International University in China

Lei Li¹, Dr. Sming Chungviwatanant²

¹ Corresponding Author, Department of International Communication and Cooperation in Heilongjiang International University, China. Email: lilei@hiu.edu.cn

² Full-Time Lecturer, Graduate School of Business and Advanced Technology Management, Assumption University, Thailand.

Received: 2 December 2021 Revised: 24 March 2022. Accepted: 21 April 2022

Abstract

This study was conducted to explore the factors affecting the career values of college students. First of all, the factors affecting career values were identified. In this study a quantitative survey questionnaire was utilized. A total of 200 respondents participated in the survey on college students' career values. Data was analyzed through multiple regression analysis. Results showed that group mentoring, individual mentoring and practical courses have a significant affect on the career values of college students.

Keywords: career value, group mentoring, individual counseling, practical courses

Introduction

Career values not only affect people's understanding, evaluation and choice of different occupations, but also fundamentally affect all aspects of people's career life, such as career adaptation and career development. Therefore, career value is closely related to career life and happiness from the beginning to the end. The previous studies prove that career mentoring can bring objective and subjective benefits to students (Eby et al., 2013). Research has begun investigating work outcomes associated with career mentoring (Allen, 2007; Chun et al., 2012; Ragins & Scandura, 1999; Wang et al., 2014). In fact, career development is one of the important indicators of success in life, which can help gain recognition and social status. Ros et al. (1999) mentioned that career values are people's beliefs about their ultimate status (such as income) or behavior (such as working with colleagues). Ros et al. (1999) believed that career values are the goals and rewards achieved or obtained in the process of work. As the career theory continues to develop in China, career values have received more and more attention from domestic scholars. College students' career values are the general understanding of their career evaluation, career value orientation and career choice formed in their study and social practice. Besides, the college students' career value is a relatively stable career value orientation displayed in their career life. It reflects the basic beliefs and attitudes of college students to career. Moreover, career values are not only an important part of college students' values, but also an extremely active and unstable part that determines their career choice.

Current Situation