

# FACTORS INFLUENCING THE SELECTION OF BUSINESS STUDIES: A COMPARATIVE STUDY OF INDIAN STUDENTS AT AN INDIAN UNIVERSITY AND CHINESE STUDENTS AT A THAI UNIVERSITY

Fr. Biju Joseph<sup>1</sup>

**Abstract:** *This research is an attempt to find out what is in the mind of today's business students when they choose business studies. Is their only goal to make money? Indian students at Mahatma Gandhi University Kerala, India and Chinese students at Assumption University, Thailand are the respondents in this study. The research examines the relationship between four independent variables, finance, family and friends, personal interest and job opportunity and career satisfaction, and one dependant variable, the selection of business studies at the Bachelor level. All four influencing factors were found to have an impact on the selection of BBA at a low to medium correlation. The findings also indicate that both Indian and Chinese students are very much influenced by these four factors, though there are small variances in the level of influence, due to differences in the demographics. Students embarking in business studies are for the most part directly and indirectly motivated by money. This mindset needs to be addressed through business ethics teachings and practices at business school. This is a critical role for business schools to assume.*

**Keywords:** *Business studies, financial aid, family and friends, personal Interest, job opportunities.*

## 1. Introduction

Business studies have been receiving much attention from both the business community and students. Obviously, they are important to students in that they often hold the promise of rewarding jobs in the future. But they are equally important to the industry in that they are expected to prepare companies' future employees to meet the challenges of an ever-changing business environment, all the more as economies are largely dependent on the business sector for their growth.

This research seeks to study the level of influence of various factors on students' selection of Business Administration Studies (BBA) as their college major for the undergraduate studies, focusing on Chinese and Indian students at two institutions of higher education; one in India, Mahatma Gandhi University Kerala, India and one in Thailand where a large number of

Chinese are taking business courses, Assumption University of Thailand. Specifically, it seeks to identify the similarities and differences among these factors and measure how they may bear on the respective business communities involved. It also seeks to find out the relationship between these influential factors.

Essentially, four factors can be regarded as the main sources of influence: one is financial (cost, money related factor); another is the influence of family and friends; a third one is a student's personal interest in the field; and a fourth one is job opportunities and career satisfaction. They will be discussed at length in the literature review section.

There are several compelling reasons for selecting students from India and China. Both India and China are part of the BRICS countries (an acronym for the fast-emerging economies of Brazil, Russia, India, China, and South Africa recently added to the list). The Chinese economy is growing fast, averaging 9–10 percent a year, and now ranks as the

---

<sup>1</sup>Fr. Biju Joseph recently graduated from Assumption University, Graduate School of Business. This research was completed under the supervision of Dr. Aaron Loh.