

Factors Influencing Accounting Students' Career Paths in Sri Lanka: Evidence from University of Kelaniya, Colombo and Sri Jayewardenepura

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Abstract

This research paper aims to identify the factors influencing accounting students' career paths in Sri Lanka. Using a quantitative approach, the study employs a structured questionnaire administered to accounting undergraduates from the University of Kelaniya, the University of Colombo, and the University of Sri Jayewardenepura. The sample size of 327 is determined using the Morgan Table, considering a population of 2,000, a 95% confidence level, and a 5% margin of error. The key findings reveal positive relationships between intrinsic motivation, the influence of third parties, and career exposure with accounting students' career paths. However, extrinsic motivation does not exhibit significant relationships. The study's conclusions emphasize the importance of intrinsic motivation, external influences, and exposure in shaping accounting students' career paths. Limitations include the study's focus on three state universities in Sri Lanka, cautioning against broad generalizations. These findings suggest that universities should focus on fostering intrinsic motivation, providing career counseling, and offering internship opportunities to enhance accounting students' career development.

Keywords: Career Path, Intrinsic Motivation, Extrinsic Motivation, Influence of Third Parties, Career Exposure