

# The Emotional and Motivational Factors which Influence the Selection of Specialization in MBA Program by Second Year MBA Students at Indian Universities

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**Abstract: Purpose:** This paper aims to provide insights into the emotional factors which influence the selection of Specialization in MBA program by second-year MBA students at Indian Universities.

**Design/Methodology/Approach:** Experimental research design has been used in the study. The data is collected through an online survey form among Universal Business School students.

**Originality/Value:** The study provides valuable insights about the emotional and motivational factors which influence the selection of Specialization in MBA program by second-year MBA students at Indian Universities. The result of the study is very useful for understanding how the students get influenced by the emotional and motivational factors to choose their specialization so that the colleges can act on their infrastructure, employment opportunity according to that.

**Keywords:** Specialization, Management program, MBA.

## 1. Introduction

The present world offer students various career chooses. The choice will not only affect the academic career of the students but also affects the future prospects of the students. The selection also affects the career opportunity, student satisfaction, future financial areas, and social status in the future. There are many different factors which influence the selection process like emotional factors, love, and passion for the subject, job opportunities, social contacts, advice from friend and family. Passion and emotional factors like love for the subject plays an important role in making a career choice as well as an educational choice. Now a day various information in the era of the internet makes it easy to make decisions about the choice of specialization.

"If your emotional talents aren't in hand, if you don't have self-awareness, if you're ineffective at managing your uncomfortable emotions, if you can't have empathy and have successful relationships, then you're not going to get very far," Daniel Goleman said. Many students know what they require to try and do within the future and that they select their specialization in MBA in terms of that, but many students are influenced by emotions and that they also are influenced by their friends and family. the choice of the

specialization influences the educational performance, career opportunities yet as salary package. These factors will help us to decide on the market trends about the specializations of MBA.

## 2. Literature Review

The importance of management education increases day by day and during this current pandemic situation, the industries need good managers to manage the business efficiently. The managerial skillset which we want to grow depends on the selection of specialization and therefore the interests of enhancing the skill in this field. The factors of selecting the specialization overlap sometimes. It depends upon the private goals of the scholars, interests therein specialization.

On the opposite hand, the tutorial part is additionally significantly important which has the problem levels of subjects and therefore the workload. Future prospects which include employment opportunities, career development in this specialization is works as an awfully important external factor of an MBA student.

Based on the research paper Downey divided the influential factors into two parts. One is that the external factors, and another is that the internal factors. Job security, job availability, employment opportunity comes under the external factors, and emotions, personality, beliefs come under the interior factors. External factors also influence the inner factors.

According to the Cognitive Engagement theory, if the scholars got the possibility to settle on their specialization freely then that may be an awfully big motivational factor for those students which will enhance performance & that makes a way of independence within the student's mind.

**Social consideration:** Parents also significantly affect the selection of specialization followed by friends and families. Media also influences the selection of the specialization but to a smaller extent. LE MARINAS et al (2016) found that "extrinsic" and "interpersonal factors" are significantly influencing the selection of business and administration students. These include "career development" and "personal abilities" of the business graduates, "competition within

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the field” and “parents” are identified because the least influencing factors.

*Personal Consideration:* Personal conditions make a really big impact on the student’s decision on choosing the specialization. Personal goals, motivations, student’s interests are the private facts that influence the scholars in making decisions which will be beneficial for the scholars. Maslow’s need hierarchy theory explains to us how the wants will affect to create decisions regarding their academics and course selection.

*Academic Consideration:* Selection of specialization not only depends on personal and social consideration, but it also depends on the educational consideration factors like workload, the issue level of the topic, previous knowledge about the topic, and also the course content quality. within the practical situation, of these factors can’t be filled in order that students will choose that specialization which can fulfil their maximum needs.

*Emotional consideration:* Not only the above factors emotional factors like interest, joy, self-hostility, but contempt also creates a bearing on selecting an appropriate specialization. If these factors don’t seem to be fulfilled properly then the result of which will be not great within the future. If the scholar doesn’t have an interest in this subject and that they choose that subject due to any quite external factors, then it’ll not be beneficial for those students. "The joy of learning is as vital in study as breathing is in running," stated Simone Weil. The thrill in learning and therefore the interest to be told are the 2 crucial factors to achieve success within the future in this field.

*Future Prospect Consideration:* The foremost important determinant for choosing the specialization is that the future prospect. Job opportunities, compensation are the foremost common factors before selecting specialization in MBA. the scholars want to travel therein field where they’re going to get more job opportunities and also the career rate of growth is high. Essam et al (2017) found in his study that the foremost important factor which affects the students’ specialization selection criteria is liking and preference of specialization” or interest within above monetary pay and employment opportunities (Kim et al. 2002; Edward and Quinter 2012, Zhang 2007; Kazi et al 2017).

#### A. Research Objectives

To determine how emotional factors influencing the selection of specialization of Second Year Students of MBA Program in Indian Universities.

To identify what are the motivational factors that influence MBA students to choose their specialization and how those factors will be effective in the future careers of the students at Indian University.

#### B. Research Methodology

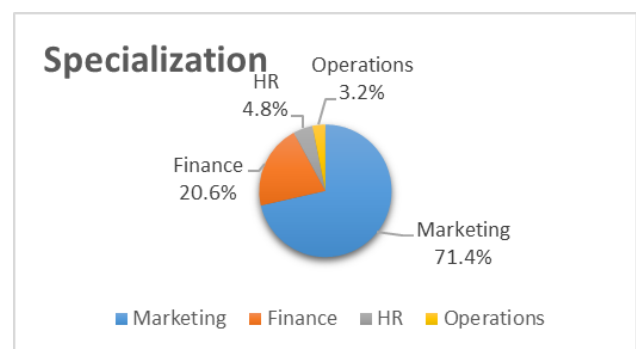
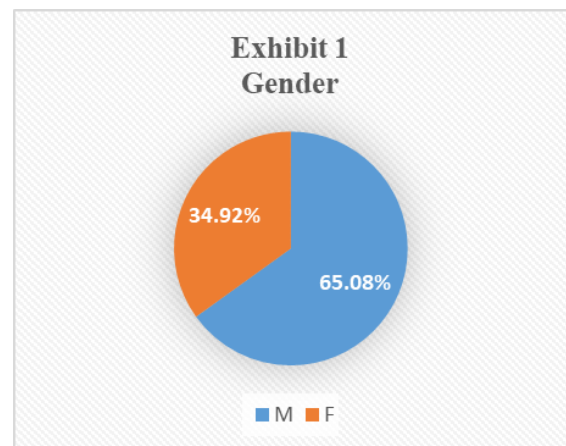
A survey was done among a group of MBA students to understand the emotional effect on their decision-making in the selection of specialization. The target population for data collection was the 1<sup>st</sup> and 2<sup>nd</sup> year MBA students at Universal School in Karjat, Mumbai. For the study, a structured and self-

administrated questionnaire was circulated with help of social media.

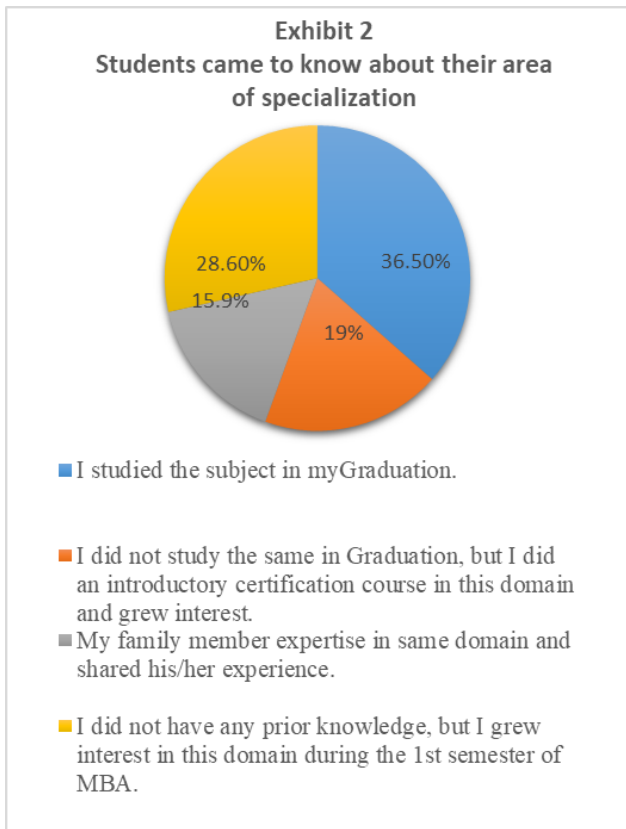
Various parameters of emotional effect on choosing specialization had been taken care of in that questionnaire. There were two sections. In the 1<sup>st</sup> section, students were asked about their gender, degree (PGDM or MBA), preferred specialization, and the source of information about that specialization. The original motive of the 2<sup>nd</sup> section is to know about various emotional factors that help a student to choose their specialization.

### 3. Analysis

Among total responses approx. 65.08% are Male students and approx. 34.92% from Female students. Overall, 71.4% of students have opted for Marketing specialization, 20.6% students for Finance, 4.8% students for HR, and 3.2% students for Operations.

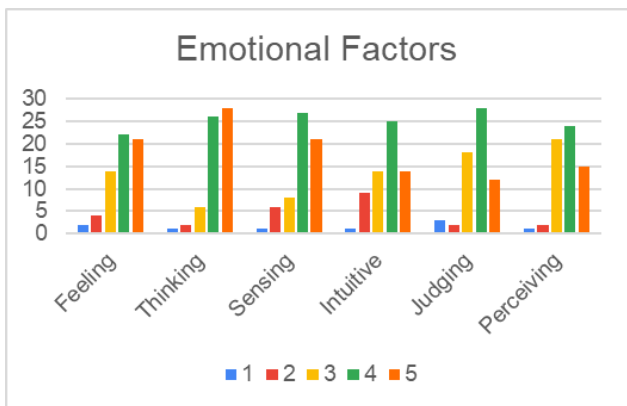
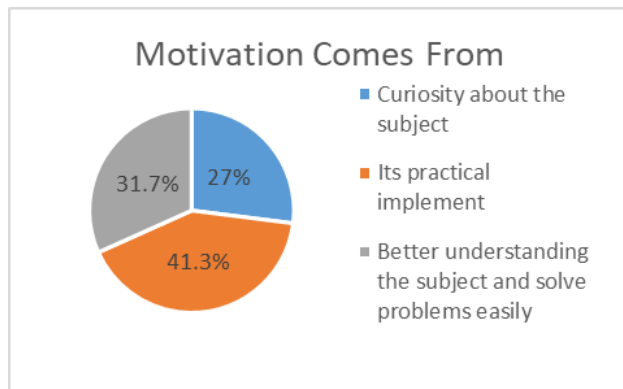


Students get to know about their chosen area of specialization through their graduation, doing an introductory certification course, or from their family members. There is also another possibility for gaining knowledge about the preferred domain. A major part of the students gets the knowledge from their MBA program itself. Most of the Indian Universities give a lesson about all the areas of Management in the 1<sup>st</sup> year. That plays an important role for students to decide on their specialization in the 2<sup>nd</sup> year of MBA. It creates a mindset from 1<sup>st</sup> year what is suitable for them to study and what is the opportunity of that specialization in the real world.

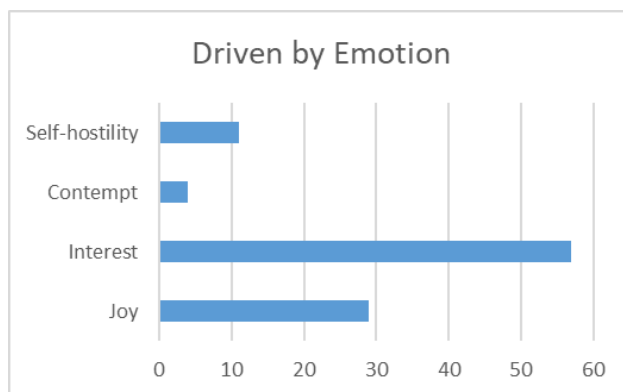
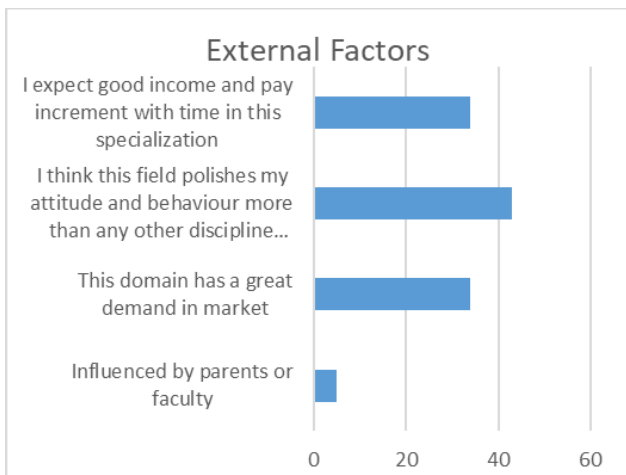
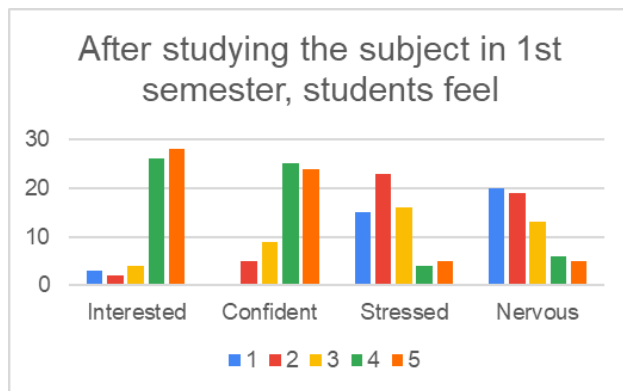


Emotional factors like feeling, thinking, sensing, intuitive, judging, and perceiving play important role in making decision of specialization. Besides these factors like curiosity about the subject, urge for knowledge, interesting job roll, companion's choice, competition level in that field can also drive student to choose their specialization accordingly. Also, there are some external factors like market demand of the domain, influence from parents or faculty, personality development, income and growth opportunity.

Apart from these factors the students can be motivated by good score in the subject, willingness to learn more about it, ease of understanding and solving problems, and practical implementation of the subject.



After studying the subject in the 1<sup>st</sup> year feelings and emotions like joy, interest, confidence, contempt, self-hostility, stress, nervousness, drive a student to choose the specialization.



**RIASEC Model:**

Selection of specialization is one in every of the main decisions taken in lifetime of a student. It requires deliberate planning and extensive introspection before choosing the domain that may be most appropriate for a student.

The RIASEC Model could be a popular theory developed by John Holland to link personality and environmental characteristics with one's professional inclinations. It categorizes individuals into six personality types supported which the correct career may well be chosen.

**Realistic:** The primary form of personality trait within the RIASEC Model is Realistic. It depends on how the scholar is practical. Students high on realistic type prefer experiential learning. they're goal-oriented individuals that place a good value on tangible outcomes from their job. they're concentrated and determined to figure hard to get those rewards. they will find it difficult to collaborate with others and like to figure alone, hoping on their own unique thoughts. Mathematical skills, reasoning, mechanical skills, and kinesthetic skills are all strong in people with realistic qualities.

**Investigative:** The second personality trait conceptualized under the RIASEC model is investigative type. Students with an investigating personality are known for his or her research abilities. they're fascinated about the causes of everything that happens within the environment or society, and that they spend lots of your time researching the causes and associated data. Like realistic type, investigative type students may be independent thinkers and like working alone.

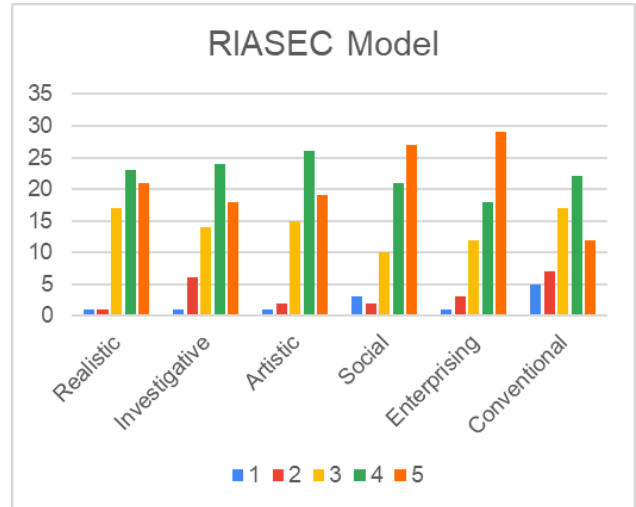
**Artistic:** The third form of personality trait under RIASEC Model is Artistic. There are students who give an inventive touch to everything they are doing. Such students are highly creative and innovative. they are doing not believe strict rules and need to interrupt every kind of conventional thoughts and ideas. They approach problems in an exceedingly novel way and are courageous enough to question those norms that they don't believe. People that are creative are naturally imaginative and contemplative. they're flexible and adaptable in keeping with changing demands. They even have verbal and linguistic skills.

**Social:** The fourth personality trait in RIASEC Model is Social. the scholars who wish to figure for people, belong from this personality trait. they're people-driven and service-oriented. they're social form of students, the fourth personality trait in RIASEC model. they're empathetic and compassionate towards others and have an interest in solving others' problems. they supply selfless service and wish to collaborate and cooperate with others. they're altruistic and generous likewise nearly as good listeners and reliable friends. they're usually extverted and outgoing in nature.

**Enterprising:** Enterprising types generally wish to work with people and ideas over with things. they're usually described as outgoing, adventurous, energetic, optimistic, ambitious and have the way with getting a gaggle of individuals to lean a specific way. they're careful to avoid those that are too scientific and analytical but are drawn to working in groups.

**Conventional:** A member of this group would probably value more highly to work with numbers, records, or machines. They

enjoy repetitive tasks exhausted an orderly fashion and prefer to avoid ambiguous activities. They consider themselves to be well-organized and capable of following instructions. They value success in business and luxuriate in working with people but do best in small, systematic groups where they know their responsibilities.



**4. Questionnaire**

1. Name: \_\_\_\_\_
2. Specialization:
  - a) Marketing
  - b) HR
  - c) Finance
  - d) Operations
3. I came to know about this specialization from-
  - a) I studied the subject in my Graduation.
  - b) I did not study the same in Graduation, but I did an introductory certification course in this domain and grew interest.
  - c) My family member expertise in same domain and shared his/her experience.
  - d) I did not have any prior knowledge, but I grew interest in this domain during the 1<sup>st</sup> semester of MBA.
4. How the factors are effective in your career-
 

	1	2	3	4	5
Feeling					
Thinking					
Sensing					
Intuitive					
Judging					
Perceiving					
5. Emotional factors in choosing Specialization- (You can select multiple options)
  - a) I love this domain and want to gain more knowledge about it
  - b) My dream job matches the job of this field
  - c) My friend is taking the same specialization
  - d) I selected this specialization because I think

there is lesser competition in this field as compared to other fields

6. External factors in choosing Specialization- (You can select multiple options)
  - a) Influenced by parents or faculty
  - b) This domain has a great demand in market
  - c) I think this field polishes my attitude and behaviour more than any other discipline because of my interest in the field
  - d) I expect good income and pay increment with time in this specialization
7. What motivates you to choose the specialization?
  - a) Good score
  - b) Curiosity about the subject
  - c) Its practical implementation
  - d) Better understanding the subject and solve problems easily
8. After studying my chosen domain in 1<sup>st</sup> semester, I feel-

	1	2	3	4	5
Interested					
Confident					
Stressed					
Nervous					

9. If you are driven by your emotion what type of emotion comes in your thought? (You can select multiple options)
  - a) Joy
  - b) Interest
  - c) Contempt
  - d) Self-hostility
10. While choosing specialization-

RIASEC Model					
Factors	1	2	3	4	5
I thought practically. (Realistic)					
I had the curiosity about the subject. (Investigative)					
I want to do something new using the knowledge of this domain. (Artistic)					
I love interacting with people and grow my knowledge. (Social)					
I like to work with people and ideas more than with things. (Enterprising)					
I want to work in conventional way. (Conventional)					

### 5. Conclusion

The purpose of this study was to determine how emotional factors affect the selection of specialization by business graduates. Students' specialization choice depends on various factors including employment opportunities, career development, personal interest, attitude course content, influence by parents, family, and friends, workload, etc.

Experimental research was conducted, and the data was collected from that only. Data was gathered from the students at Universal Business School. There is a total response of 63 among those 90% student selected marketing as their choice of specialization in the present time but in this crisis period, the declining of employability rate is a big concern for the students.

This research work also helps us to understand the motivational factors like feeling, thinking, sensing, judging, intuitive, perceiving which will be made an impact on choosing the specialization in the MBA program. There is a relationship between emotions and motivational factors in the selection of specialization.

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