



**FACTORS INFLUENCING CAREER CHOICE OF INDIVIDUAL IN
INSURANCE INDUSTRY IN MALAYSIA**

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Insurans**

**FACULTY OF BUSINESS MANAGEMENT
UITM, KAMPUS BANDARAYA MELAKA**

2010

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) INSURANS FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORK”

I, ZAWANI BINTI MD JOHARI (I.C NUMBER: 870125-14-5860)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation except where otherwise stated
- All the verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

Date of submission

The Head of Program
Bachelor of Business Administration (Hons) Insurans
Faculty of Business Management
Universiti Teknologi MARA
75300 Bandaraya Melaka
Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "FACTORS INFLUENCING CAREER CHOICE OF INDIVIDUAL IN INSURANCE INDUSTRY IN MALAYSIA" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank You.

Yours sincerely

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Bachelor of Business Administration (Hons) Insurans

ABSTRACT

The overwhelming development in the Malaysia's insurance industry has generated a huge number of career opportunities in recent times. There are many career opportunities to be selected from this field such as group insurance representative, broker, insurance regulator, claims representative, pension specialist, auditor, customer service, risk manager, benefits manager, loss control expert and financial planner. However, there was some misconception who sometimes individual believe that to pursue a career in the insurance industry, must be an insurance salesperson. The perception that most professionals in the insurance industry spend their days and evenings selling policies still exist among a few of people. Even though perception was become the big obstacles in insurance industry, surprisingly, there are many individual still choose careers in insurance. This research is conduct to highlight of why people are interested to choose a career in insurance industry. Besides to determine the most factors that influenced individual which presently attached with any insurance organization in choosing career in insurance industry. 60 respondents had participated in this research. This research focuses on **Intrinsic, Extrinsic and Interpersonal** as variables to determine why individuals choose their career in insurance industry in Malaysia.