

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS AFFECTING THE DECISION OF  
ACCOUNTING STUDENTS IN MALAYSIA TO  
PURSUE A CAREER PATH IN  
ACCOUNTING FIELD**

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## **ABSTRACT**

This study investigates the determinants that impact the decision of accounting students in Malaysia to pursue a career in the accounting field among students from Universiti Sains Islam Malaysia Nilai Negeri Sembilan. The main objective of this study is to analyse the determinants of intrinsic motivation, extrinsic motivation, social influence and career exposure that influence of accounting student in choosing accounting as career path. Data were collected from 228 students and a quantitative non-experimental research design was employed in this study. The data were analysed using Statistical Package for the Social Sciences (SPSS) version 27. The results of the regression analysis indicated that there is a significant relationship between intrinsic motivation, extrinsic motivation, social influence and career exposure of accounting students in pursuing career in accounting field. This study contributes to knowledge in the form of understanding the determinants that influence an accounting students to pursue a career path in the accounting field. As a result, the findings of this study can assist professional accounting institutes in analysing accounting students' interests in accounting jobs. This study can also help educational institutions to provide and improve accounting course programs to enhance their student's interest in accounting fields.

**Keywords:** Career, Intrinsic motivation, Extrinsic motivation, Social influence, Career exposure

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## CHAPTER 1

### BACKGROUND OF THE STUDY

#### 1.1 Introduction

According to the Institute of Labour Market Information and Analysis, accountants are now ranked as the fourth most sought-after professionals in Malaysia, as reported by The Star in 2021. The institute above has included accountants in their list of the top five most coveted occupations for May. The acquisition of financial skills is highly sought after in the current competitive employment market, even amid the ongoing epidemic. The rising need for accountants is a matter of worry, as shown by accounting organisations such as Deloitte (2017) and Ernst and Young (2017). The aforementioned information is presented in the research conducted by Ernst and Young (2017), which highlights that contract workers now make up 6% of the worldwide workforce. It is anticipated that this figure will see substantial growth in the next years. This suggests that Ernst and Young anticipates a rise in employment demand in the foreseeable future, especially in Malaysia. According to MIA news 2023, Malaysia is far from meeting its 2030 goal of 60,000 accountants. There is a severe shortage of accountants in the nation, with practitioners blaming growing regulatory requirements as one of the biggest problems facing accounting experts. Talent imports and recruitment challenges further compound the problem. Even after all this time, many still view employment in accounting and auditing as being less dynamic, underappreciated, and underpaid compared to jobs in tech, investment banking, and private equity. The involvement of professional accountants has significantly expanded in various industries and stages of business operations. Their contributions encompass a wide range of activities, including traditional audit work, tax planning, and providing expert guidance on matters such as capital budgeting, financial structure, and investment choices (Hashim & Ghani, 2020).

However, accountants and para-accountants are in high demand even during economic downturns and should expect to find work. Professional accountants have high regard in both the public and commercial sectors because to their expertise in technical and strategic matters. To keep government departments, agencies, and businesses solvent and prosperous, they may do an annual financial review and forecast. Katharine Expedit, dean of Taylor's College's School of Professional Studies, has speculated that accountants may remain in demand even