



**DIFFERENT ASPECTS OF FEMALE STUDENTS CAREER GUIDANCE: A CASE STUDY OF RURAL SINDH, PAKISTAN**

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**Abstract:** - Whether it is a developed country or developing the issues related career advancement and guidance are becoming increasingly important for all the students in universities and institutes due to increase in career indecision, career decision- making, work adjustment, and career education. Pakistan where literacy rate is little above 57% of which only around 5.3% get higher education where the many universities are not having the career development centers dedicated to counsel and guide the students ; majority of students go through self guided mechanism or the wishes of their parents to choose a field of study or career in their life. This paper tries to explore the different factors that female students considered for choice of her study to career. The team at career development center Sukkur IBA has proposed a study of female students studying in various classes at Sukkur IBA so that they can find out what sources of information available to them for choosing their career and what kind of advice and support available to them from their parents and institute during their study, so that an strategy can be developed for providing proper career guidance service to the female students during their studies at Sukkur IBA.

**Keywords:** IBA, females education & economic.

**Introduction:** According to Stead and Harrington (2000 p.323); the world is fast becoming a global village and the problems surrounding work in one country are often issues in other countries. Unemployment, career

indecision, career decision- making, work adjustment, and career education, among others, need attention in all countries. Now- a-day world-wide whether it is developed country or developing the issues related career advancement and guidance are becoming increasingly important. The career development field is continually growing and changing to reflect the current career realities of individuals. This create the need of the a full fledged career counseling centre at university , institutional level which not only have links with industry

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but also with the community to understand the current scenario . Career development centre (CDC) should have various kinds of links involving liaison with schools, employers, alumni, family and personal friends. For example, alumni may be invited to reflect on their experiences to current students that how they developed their career paths in the given circumstances which students are facing now and how to cope up with difficulties and hindrances in developing a career. Another example includes inviting parents to come to the university to take a tour of the career development centre to take part in a meeting with their sons or daughters to explore and discuss the career advancement of their wards. Liaising with industry and potential employers of university/institute graduates play a key role for career development centers for assisting students to get employment during their internship or after completing studies.

Pakistan where literacy rate is little above 57% of which only around 5.3% get higher education where the many universities are not having the career development centers dedicated to counsel and guide the students ; majority of students go through self guided mechanism or the wishes of their parents to choose a field of study or career in their life. There are only a few universities in Pakistan which offer career counseling facility. They focus on limited number of students and limited staff which is doing it as part time job or as an additional assignment.

Females are more than 50 % of Population and are an integral part of Pakistani society their participation in different field is very important. Many studies have concluded that education and socio economic are key determinant factors in decision making roles of female (Saira and others ,2005).

The literacy rate of female in Pakistan is about 45.2% and only 3.4% have access to higher education which may lead to social and economic empowerment (Economic Survey of Pakistan, 2010). It is observed that a lot of females who got professional higher education

ended up being house wives rather than contributor to the social and economic development of Pakistan. This all is result of there being no specific career counseling for females especially at tertiary level of education. As discussed earlier that in Pakistan only a few institutes provide the career counseling services and none of them tried to look to specifically female career service that live in totally different environment from male students and have very little independence as compared to male counterparts in choosing their career.

For looking to different factors that female students considered for choice of her study to career. The team at career development center Sukkur IBA has proposed a study of female students studying in various classes at Sukkur IBA so that they can find out what sources of information available to them for choosing their career and what kind of advice and support available to them from their parents and institute during their study, so that an strategy can be developed for providing proper career guidance service to the female students during their studies at Sukkur IBA.

**Objective of study:** The purpose of this study was to know causes behind the lack of participation of females in education & economic activity with special focus on the females from the rural areas of Pakistan .The main objective of this research is to find out the major problems females face in quest for higher education and Job search and develop strategy.

**Methodology:** The study was conducted at Sukkur IBA in academic year 2010-11. Sukkur IBA is one the institute in Pakistan which has developed a full-fledged Career Development Centre with support of USAID Jobs Pakistan in 2010. Career development centre at Sukkur IBA is established to minimize the gap between industry and Academia by providing services to students, Teachers, Research associates, parents and organizations. Selecting a career path and choosing career option is a challenge to students, specially the fresh graduates who want to start their career with reputable organizations. At the

same time choosing right person for the right job is one of the foremost concerns for Companies and organizations. In today's competitive Jobs Market, Students with right skills and abilities have better opportunities as compared to others. Career Development Centre (CDC) is common place and liaison office for all partners and stockholders. There are three key components of CDC at Sukkur IBA, which make it unique and first in any Public university in Pakistan.

**Career Development and Counseling Services (CDS)** One of the Key functions of Career Development Centre (CDC) is the focus on providing guidance on regular basis to the student about their day to day academic problems and choosing future career path in studies and job. We are offering our Career Development Services to Students, Alumni and Employees of corporate organizations.

**Financial Assistance Office (FAO)** In order to identify the financial needs and design the customized financial solutions for students, Financial Assistance Office is established in CDC, Sukkur IBA.

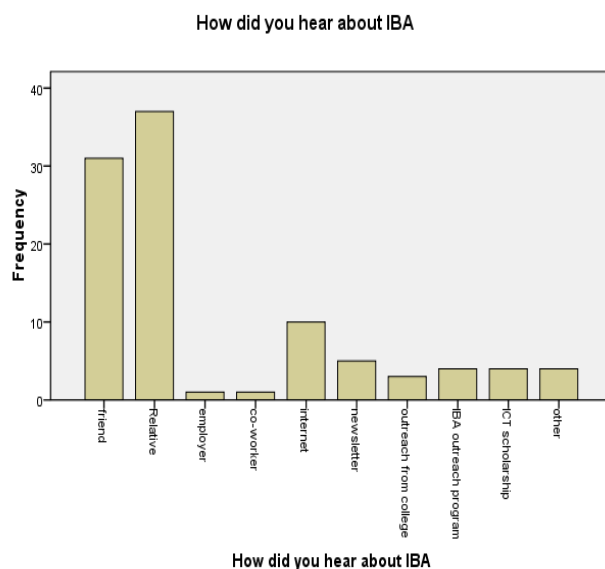
**University Advancement Office (UAO)** Establishing linkages between industry and University is sole reason of existence for CDC. Through this office, all external and as well internal relationships are maintained. The Sample size consisting 100 girls has been selected on random bases from the different program i-e BBA, B.Sc, B.E telecom, and MBA. The Questionnaire was a mix of close ended and open ended questions. The female staff of CDC was assigned for getting the response through questionnaire designed for the purpose. After gathering the data through questionnaire, SPSS software was used for data entry and analysis.

**Results and discussions:**

**How did you hear about IBA Sukkur?**

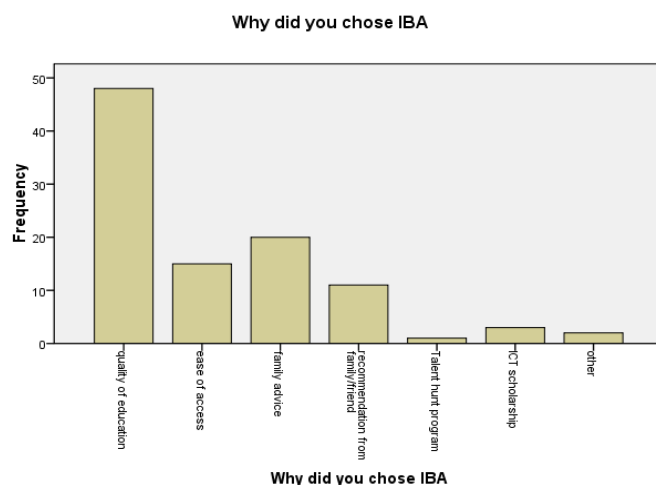
Results show that 37% of the girls heard about IBA from their relatives, 31% of them heard from friends & 10% from internet and 22% from other sources. This shows that majority of girls rely information from sources within. This stress needs that to increase awareness about the

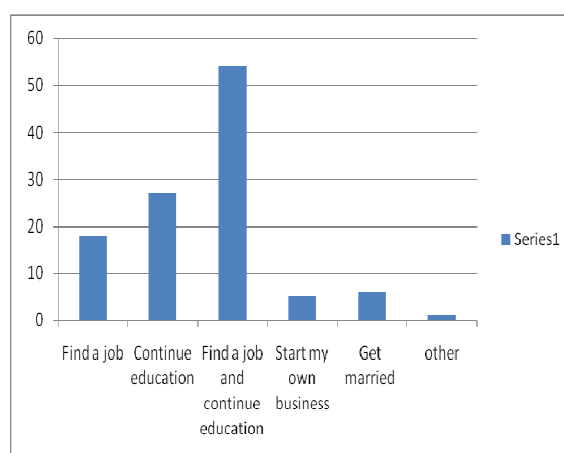
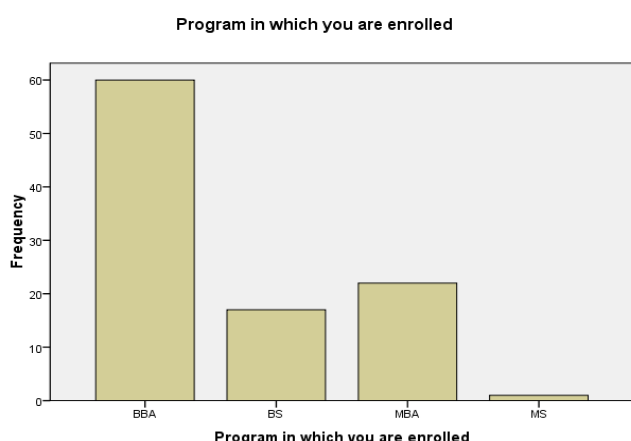
programs IBA need to visit to girls schools and colleges to promote awareness campaign among them. Responding to question about , How did you hear about Sukkur IBA , more than 70% responses was either through parents are friends which show that these students don't have direct access of information about Sukkur IBA.



**Why did you choose IBA?**

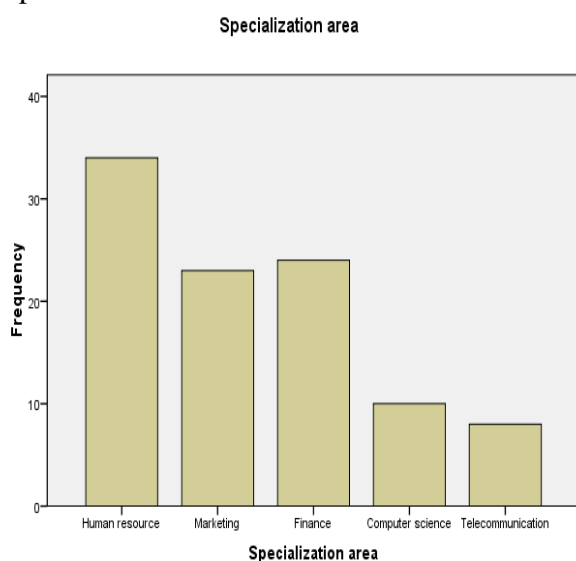
Results show that 48% of the girls choose IBA due to quality of education, 20% due to their family advice,15% due to ease of access,11% due to recommendation from family/friends. Sukkur IBA reputation plays an important role for attracting girl students





### What is your area of specialization?

34% girls had opted for human resource management as their area of specialization, whereas finance is 24% and marketing 23%, other 18.2% are from telecommunication and computer science.



### How was your educational experience at IBA Sukkur?

43% girls rated experience at IBA as very good, 27% excellent and 25% as good. 5% as in Fair and poor.

### Career Development

#### 1. What is your plan after graduation?

According to survey results 16% girls are willing to find a job, 24% want to continue education, 48% want to go for job and continue education, 4% want to start their own business, 5% want to get married and 0.90% for some other object.

### Career Development: Employment

#### What type of company/organization would you like to work for?

The result shows that majority want to join MNC and private sector as best employment option.

Major reason behind girls choosing MNCs are as follows,

- Career development
- Exposure due to its global operations
- Well reputed organizations
- Good salary packages are offered
- Because they are interested to work there

Major reason behind girls' choosing Government organization

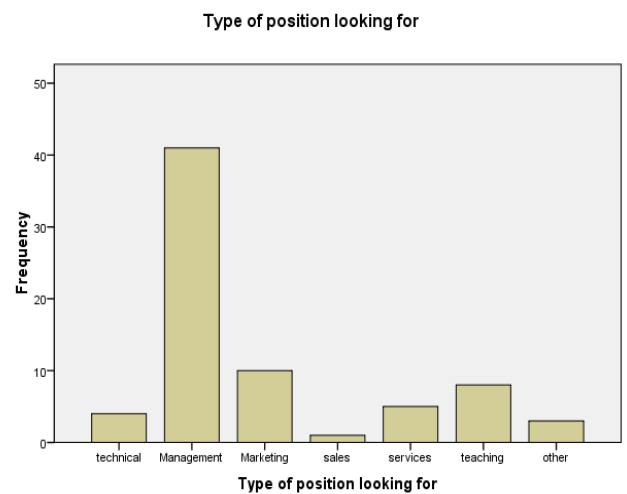
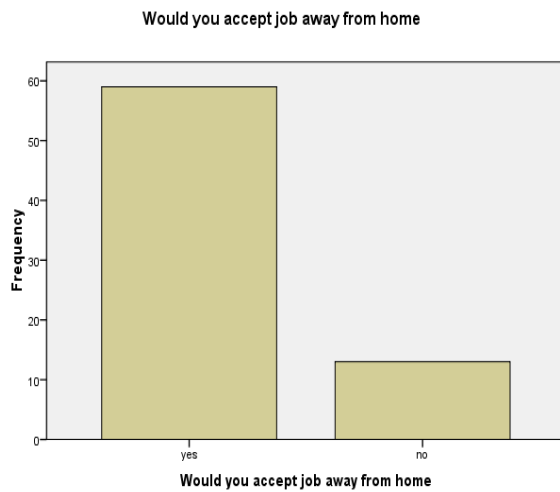
- Secure job
- Flexible in terms of work

Major reasons behind girls' choosing Academia are as follows,

- Good and safe environment
- Like teaching
- Can easily manage household

Major reason behind girls' choosing NGOs are as follows,

- To serve community
- To help elevate women status



**If your answer is yes, what region/province/country would you prefer?**

The most preferable regions are Karachi, Islamabad, Punjab province, and some even want to work abroad i.e, USA

**Please provide an explanation why you have chosen this location.**

Major reasons behind choosing specific regions or cities for work are as follows,:

- They have no accommodation and transportation problem
- They are familiar with the city and its culture
- Their family will migrate to that specific area

**If your answer is no, please provide an explanation.**

Major reasons behind not choosing specific regions or cities for work are as follows,

- No permission from family
- Girls are of opinion that they should not go out of their homes
- They won't be able to adjust away from home
- Home sickness

**What type of position are you looking for?**

- 41% want to be part of management, 10% are looking for marketing job and 8% for academia, 13% in others.

**How did you find out about the opportunity?**

Girls got to know about internships/jobs from their friends, family, teachers and company/organization's website.

**How did you prepare for your interview?**

From books internet, newspapers and articles.

**How did you make the final decision to accept the opportunity?**

**How do you plan to achieve your goals?**

- Through hard work and devotion
- Acquiring more knowledge about the business

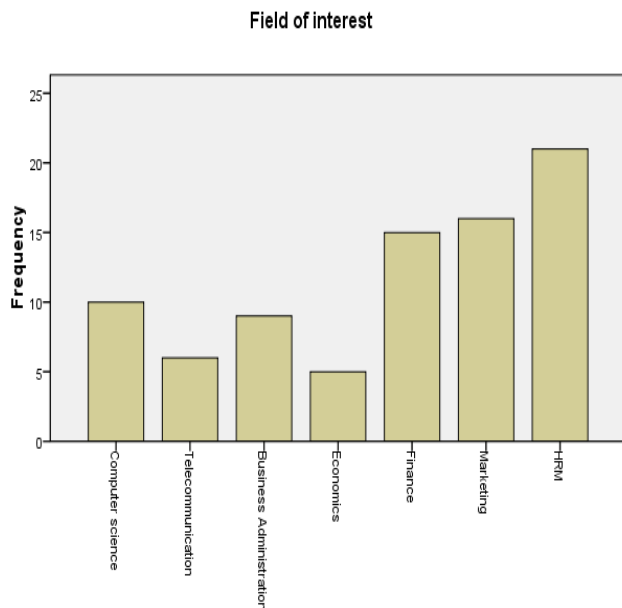
Final decisions to accept the opportunity are monetary benefits and practical exposure

**Continuing education:**

**What type of advanced degree program would you like to pursue?** Results of survey show that 82% girls want to opt for further education, 40% of them will pursue MBA, 33% will go for MS and 9 % for PhD as if they continue their education.

**What field of study interests you?**

Analysis of the results shows that HRM is field of interest that is opted by 25.6%, marketing by 19.5%, finance by 18.3% and remaining 36.6% want to opt for (computer science, telecommunication business administration & economics).



Results of the survey conclude the following reasons for not joining Sukkur IBA for their advanced degree program.

- Monotony of environment
- Want to acquire more quality education
- They are in search of more exposure
- They think that foreign degree has value

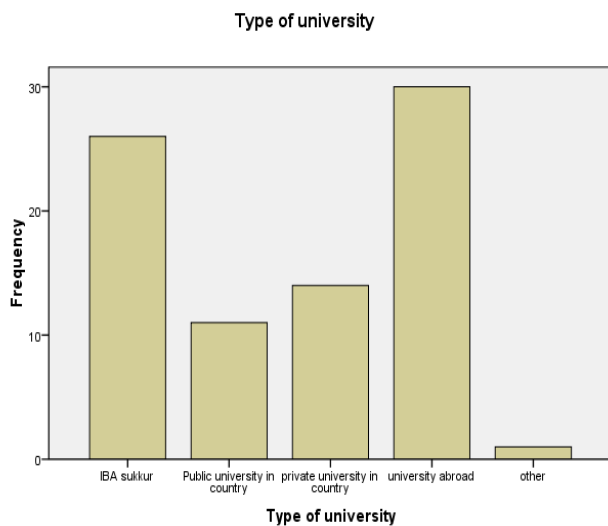
**5. How would you finance your continuing education?**

Results shows that out of 82 girls, 72% would seek scholarship, 20.7% would acquire their finances for education from their families and 6.1% would arrange their personal funds and remaining 1.2% go for other options.

**Financing of continuing education**

**What type of university would you like to attend?**

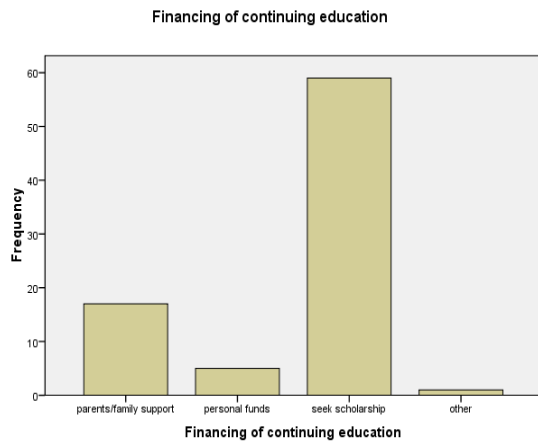
Results suggests that 36.6% of girls want to go abroad for further studies, 26% want to opt for at Sukkur IBA, 17.1% will attend private university in country and 13.4% Public University in country and 1.2% for any other place.



	Freq	Percent	Valid Percent	Cumulative Percent
Parents/family support	17	17.0	20.7	20.7
Personal funds	5	5.0	6.1	26.8
Seek Scholarship	59	59.0	72.0	98.8
Other	1	1.0	1.2	100.0
Total	82	82.0	100.0	
Total	100	100.0		

4. (Optional): If you do not want to attend IBA Sukkur for your post-graduate program, can you provide an explanation why don't you?





### What could prevent you from continuing education?

According to survey following reasons could prevent girls from continuing their educations are;

- Family restrictions
- Financial conditions
- Their marriages could be hurdle

### Assistance from IBA Sukkur

#### 1. What type of assistance would you like to receive from IBA Sukkur to help you to achieve your goals?

Following mentioned is the assistance which girls want IBA Sukkur to extend.

- Provide scholarship
- Career counseling and planning
- To find them suitable jobs
- Polish their skills by conducting seminars and workshops
- More teacher assistance in their study
- NTS and GRE preparation classes to help them acquire international scholarship

**Other comments: Please provide any other comments/feedback on your education/career planning here.**

- Develop practical approach
- Grow relations with alumni
- Career planning program
- Support girls in all terms (family awareness, scholarship and polish their skills)
- IBA need to improve more

- Reduce dropping ratio and give chance to droppers

**Conclusion:** Looking to the results it shows that majority of female students seeking admission at Sukkur IBA get access to information about admission and programs through their parents and friend, this shows that the institute is not able to reach the potential female students directly through print, television, brochure or any other media. This creates the need of career counseling sessions for female students throughout reach program. Through this program the teams of Sukkur IBA marketing and CDC department may visit to different female high schools and colleges to provide them first hand information about the institute and different programs and guide them about future career path.

From the results we can also conclude the lack of decision making ability of the by female students studying at Sukkur IBA about their career path because of various reasons such as lack of information, dependency on parents for choosing their future career . For this CDC at Sukkur IBA needs to have frequent interaction with female students parent for guiding them to encourage the students to make the decision at their own after consultation and guidance from different sources. This will help these students to feel confident about making decision about their career and reduce dependency on their parents which is also help them to do the job away from hometown due to increased self-confidence level.

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