



RESEARCH ARTICLE

A Study on Factors Affecting for Selecting Human Resource Management Specialization

Ranitha Sachinthana Weerarithna*

Senior Lecturer, SLIIT Business School, Sri Lanka Institute of Information Technology, Malabe, Sri Lanka & Associate Member-Chartered Institute of Personnel Management Sri Lanka (CIPM)

ARTICLE INFO

Received: Oct 12, 2024

Accepted: Dec 17, 2024

Keywords

Specialization

HRM

Undergraduates

Selection

Personal Factors

Academic Factors

Social Factors

ABSTRACT

The purpose of this study is to identify the factors that affect to the student selection decision of Human Resource Management (HRM). Normally students are facing to competitive situation when they are selecting one major specialization among number of specializations. This study was conducted by collecting data from 164 business undergraduates from two universities including private and public university of ABC and XYZ University. Out of 164 undergraduates, 117 HRM students were used to analyze the objectives of the study. Identified eight factors contributing 69% of the decision making by students while selecting their HRM specialization. These factors include interest in the field, Aptitude in the subject, personality traits, course content, reputation of the subject and the university, job characteristics, other influences and occupational prestige. The result of the analysis revealed social factors as the most influential factors in selection of HRM specialization and this study also found the relationship between selecting decision and their personal, academic and social characteristics. Therefore identifying those factors will enable students to make competitive decisions among other specializations.

***Corresponding Author:**

ranitha.w@sliit.lk

INTRODUCTION

There are thousands of people enter to the universities all over the world as undergraduates every year. Adopting to new life and taking decisions relating to academic purposes are common issues that undergraduates face. Selecting academic major is one of the most important and difficult decision in undergraduates' academic life that influence their subsequent career process. Students have competitiveness among them to select their specialization. Some universities conduct interaction sessions with undergraduates, industry professionals, recruiters and professors before selecting academic major. Consequently, students have better chance to select best choice as their academic major within different sets of majors according to their ability, capacity, unique interest and needs (Stock & Stock, 2018).

Selecting most appropriate specialization area which suits with individual capacity and other preferences is not an easy task. Sometimes it may stressful and pressurizing for students because they must pay attention for different kinds of factors before taking this life changing decision. Decision affects not only students' academic lives but also it affects to their future personal lives.

Satisfaction, career opportunities, employment opportunities, continuity of academic life, financial stability, financial status and social status are some of main things which affect to the students' future lives. Students need to follow "Good" selection to reach better educational goals and post educational goals (Sawar & Masood, 2015).

Universities are providing different kinds of competitive degree programs and specialization areas under those degree programs. Students can choose one of those specialization areas. Human Resource Management (HRM) also one of those specialization coming under Business Administration degree programs. It can be considered as a well-recognized field in the world that provides path to achieve organizational success through creating, maintaining and improving appropriate and contended workforce. HRM mainly focuses on enhancing standards of living of the people who are engage with the organization. The problem is there are not any sets of guidelines or a sort of standards issued under University Grants Commission in Sri Lanka for Human Resource Management specialization (Opatha, 2019).

Many researches had focused about factors affecting for selection of other specialization areas such as Agriculture, Information Technology, Management Information System and so on (Fizer, 2013). Nevertheless, local or even foreign researchers are still not paid considerable attention to factors affecting for selecting HRM. The main purpose of this study is to provide deep idea about the factors affecting for selecting HRM specialization.

LITERATURE REVIEW

After the secondary education, every student chooses verity of career path in their lives. Most of the students tend to higher studies from any university. But they entered into the universities or colleges without knowing what career path they want. They try to find out the most suitable area for their higher education. Everyone likes to live happily the rest of their lives. Therefore, students should take good decision before they entered into the university (Fizer, 2013).

According to the Kim et al., (2002), suggested that some factors that are influence to the student's choice of Major can be identified. According to that Interest in career associated with major, opportunities for self-employment, good match with student abilities and projected earnings are top five reasons that influence to the student selection on the other hand the reputation of the major at school, perceived quality of instruction, amount and type of promotional information, influence by parents and friends create the less impact on that student choice. Moreover, they find out the reason of interest in work related to a major was given higher influence for choosing that field. And also, they noted some factor differences among the business majors when students chose their business majors.

Malgawi et al., (2005) identified factors to relate their selection of college major and why and which factor that positively and negatively affect to do the later changes of their choices. When many students are entering into the business schools, they do not have a proper understanding about which subject or area suit for his career. They are struggling with some factors when they select their choices. In this study, they found some factors related to the students' choice of majors upon entrance to the collage. It can be identified as interest in subject, aptitude in the subject, collage's reputation, parents, high school guidance counselor, high school teachers, potential job opportunities, potential for career advancement and the level of pay/compensation. This study was found the factor of interest in the subject was a strongly influenced factor to initial major choice by both men and women as well as the aptitudes of the subject is a factor that strongly affected to women's initial choices but it less affected to the men. By the level of pay in the field significantly more influenced to men than women.

Tharuka & Pratheesh (2018) which was conducted in Sri Lanka, to understanding the factors which influence the choice of specialization in a group of management students of the Trincomalee Campus.

The study population consisted of all students pursuing the undergraduate degree in faculty of management at the campus and their sample consisted of 75 respondents from different majoring. According to them, they identified some common factors that affect to the student's selection decision such as personal, academic quality, job factors, nature and the influence. According to their analysis they said job factors and academic factors are the most important factors in choice of specialization.

A study which has done by Balsamo et al., (2012) founded individual differences in personality come first than socialization effect while it seems plausible to assume that personality domains had significant impact on intention to enroll in a specific university major. Researchers have identified personal factors, academic factors and social factors as mostly influenced factors which affect for the selection decision of undergraduates after referring past literature.

Personal Factors

When many students entering into a business schools they do not have a proper understanding about which subject or area suit for their career. They are struggling with some factors when they have to select between choices (Malgwi et al., 2005). Each student has different kinds of perspectives about specialization area and they make decisions regarding selection of best choice according to his or her personal belief (Sarwar & Masood, 2015).

The effect of the factors relating to the personal conditions more Influence towards the decision-making process of undergraduates regarding his/her selection of specialization compared to the other factors (Sarwar & Masood, 2015). Most of the studies identified that factors such as interest in the field, aptitude in the field, personal image, personality, student's needs, his/ her mental ability, personal goals and motivation are the personal factors which influence the decision making process of selecting their specialization area (Fizar, 2013; Malgwi et al., 2005; Kim et al., 2002).

Personal goals and aptitude level of students are some factors that affect to the decisions of a student while interest in the field taking considerable value for the decision regarding specialization area (Sarwar & Masood, 2015). Interest in the subject was a strongly influenced factor to initial major choice not only for the men and but also for the women while the aptitudes of the subject is a factor that strongly affect to women's initial choices compared with the choice of men (Malgwi et al., 2005). Downey et al., (2011) suggested that attitudes towards a person's choice of major significantly influenced their intention to work in the major field and further mentioned that interest is the most important factor that influence to the student's choice of major among other factors. Fizer (2015) emphasized that the academic ability and aptitude always interconnect with students' ability and work habits in order to reach the success in some subjects. Level of ability differ from student to student. Some students may require more time to study and some students may not require more time to study for the same subject. Therefore, students make their decision based on the level of ability. Academic major should suit with unique interests and needs of students as well (Stock & Stock, 2019).

Most of the past researchers have found that there are individual differences in personality when making a choice of an academic major or specialization. Individual differences in personality comes first when comparing socialization effect, while individual differences in personality seems plausible to assume personality domains show significant impact on intention to enroll in a specific university major (Balsamo et al., 2012). Those personality factors help students to plan their degree offerings and help college advisors to guide students according to their personalities, goals and skills (Stock & Stock, 2019).

Academic Factors

Students consider about various kinds of criteria which relates to the educational background when they enroll to higher studies and most importantly when they select their specialization area.

Education elements, course attended, assignment, perceived difficulty, teachers' characteristics, entry requirements and opportunity to gain practical experience are some academic factors influence to students' specialization decision (Bobâlcă et al., 2014). Academic consideration has shown considerable impact on students' decision in selecting a specialization. Moreover, academic factors include quality of course content, workload, difficulty level of the subject, knowledge limit and the instructor's experience and competency (Sarwar & Masood, 2015). Most of the universities, support students to select their specialization area by providing opportunity to meet and interact with industry professionals and academic professionals in order to aware about possible majors which relate to undergraduate' ability and needs. This opportunity gives massive use of selecting best suitable specialization among different specialization areas for the undergraduates (Stock & Stock, 2019). A study conducted by Kumaradeepan & Sivarajah (2018) identified that every student used to consider about two – three other specializations besides their preferred one and give the priority for the one specialization based on structure of the course, learning materials, and good communication level of the teachers as well.

Social Factors

The effect of factors related to the social environment also have a relationship to the decision-making process regarding student's selection of specialization. There are several parties may impress students to go for that specialization or major. Similarly, families, specially parents normally encourage or even force their children to pursue a specific degree. Friends are also a factor that can be influenced student regarding this decision (Sarwar & Masood, 2015). Top factor for management majors was student's parents (Stock & Stock, 2019). Most of the time parents and friends play a large role but teachers, coaches and lectures and college instructors also have a huge impact on student's life (Wild man & Torres, 2002). Peers are another group of people who influence on students. Students are more likely and to discuss and influenced by their peers in making their choice of selecting academic major (Hussin et al., 2019). That people help students to do better in their academic life to get on a better path. The influence that these characters have on students can have a major influence their choice of major (Fizer, 2013). Some social influences, those that are based on the specialization are job characteristics which including job availability, job security and projected salary. Most of researchers have found that job security and job availability important in student's choice of major when they enter to the college or university as those both factors refer to the difficulty or ease will having their jobs after graduation and likely availability of jobs throughout their careers (Downey et al., 2011). There should be make sure sufficient jobs for related filed are available for students after their graduations because limited employment opportunities nowadays encourage undergraduates to choose majors that provide sufficient preparation before moving into the realm of employment (Hussin et al., 2019). Further, social image or prestige or status on the occupation can also affect a student selection of a college major whereas studies reports that students preferred to choose majors and careers with a higher social image (Downey et al., 2011). Students' desire for status inclined them to select major which was perceived to have a higher social image.

RESEARCH OBJECTIVE

The main objective is to identify the factors affecting for selecting HRM specialization.

CONCEPTUAL FRAMEWORK

Using the past literature and background of the study, the following conceptual framework was created in order to identify the factors that influence the student's selection of Human Resource Management in Figure 01. Each student thinks of each specialization field differently and make decision about it on the basis of his/her personal believes (Sawar & Masood, 2015). This conceptual framework is author developed one and consisted with independent and dependent variables where the dependent variable is selecting of Human Resource Management and independent variables is

factors affecting for selecting specialization and independent variable is divided into three main categories as Personal factors, Academic factors and Social factors.

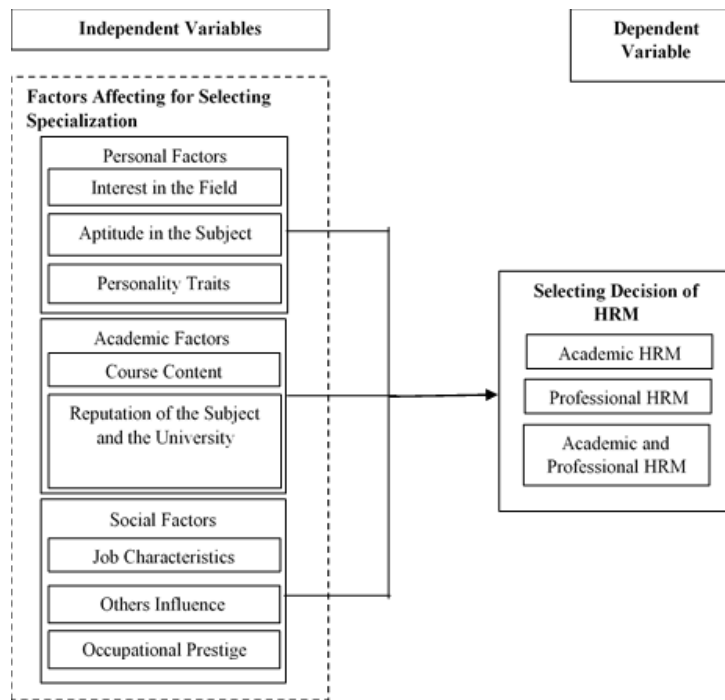


Figure 01: Conceptual Framework. Source: Author Developed

RESEARCH METHODOLOGY

The purpose of this study is to identify the factors that affect to the undergraduates' selecting decision of HRM specialization with the aim to explore why students choose a particular specialization and which factors influenced their competitive decision. This study can be considered as the deductive and correlation research because the researchers were interested in identifying important factors that affect to the students selecting decision of HRM.

Business undergraduates of private and public universities considered as the target population in this study. It includes students from XYZ University and ABC University. Snowball sampling technique was used to identify the sample size and data from 164 respondents were gathered. Out of 164 respondents, data from 117 used to analysis the current research objective.

Questionnaire was used as a tool for observation. Questionnaire was divided into two section. There are Section A and Section B. Section A of the research questionnaire was created to collect the demographics of the respondents which includes gender, age and engaged in HRM. The questionnaire was distributed to collecting those demographics and results will be analyzed by using frequency distribution for the understandable view. Section B of questionnaire is used to gather the data on the independent variable in the study by including 36 questions to gain an idea about the factors affecting for selecting HRM specialization. In order to collect data a 5 – point Likert scale is used. The Statistical Package of Social Science (SPSS) software used to analysis the quantitative data.

FINDINGS

Reliability Analysis

Table 1 contained Cronbach's Alpha of the main three variables which are personal factors, academic factors and social factors. Sum of those all factors featured a high Cronbach's Alpha of 0.939 which

suggested that the data set was extremely reliable. Among those three factors social factors contained higher reliability which is 0.892. According to the table 4.2 all the dimensions of the variables were featured Cronbach's Alpha greater than 0.7, ultimately the results of the data set based on the Cronbach's Alpha, determines that all the components were reliable within the dataset.

Table 01 - Cronbach's Alpha for the variables of the factors affecting for selecting specialization. Source: SPSS Output Cronbach's Alpha

Variables	Number of Items	Cronbach's Alpha
Personal Factors	13	0.874
Academic Factors	10	0.855
Social Factors	13	0.892
All factors affecting for selecting specialization	36	0.939

Factor Analysis

Prior to conducting factor analysis, in order to test whether the sample size was satisfactory to run factor analysis, the value of Kaiser-Meyer-Olkin (KMO) and Bartlett's test were obtained. The KMO degree changes between 0 and 1 and values closer to 1 are superior. It is insufficient in the event that the value is less than 0.50. The KMO test identifies whether sufficient items are anticipated by each factor.

Table 02 - KMO and Bartlett's Test. Source: SPSS Output KMO Bartlett's Test Kaiser-Meyer-Olkin Measure of Sampling Adequacy.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		
		.803
Bartlett's Test of Sphericity	Approx. Chi-Square	2713.007
	df	630
	Sig.	.000

Table 2 shows that the KMO and Bartlett's test statistics. KMO measures the adequacy of sampling and it was found to be equal to 0.803 which should be greater than 0.05 to indicate the goodness of sample. The sigma value of the Bartlett's test of Sphericity should be less than 0.05 in order to be significant. In the current study it represents 0.000 which suppose the validity of the data.

Exploratory factor analysis is used to explore the dimensions of a multi-item measure of a theoretical construct. As the extraction strategy, Principal Component Analysis was utilized and Varimax, an orthogonal strategy with Kaiser Normalization was conducted in order to decide the factor structure of the scale. 36 components were considered to the factor extraction and total variance explained that the variance accounted for by each factor.

Table 03 - Total Variance Explained. Source: SPSS Output

Component	Extraction Sums of Squared	Rotation Sums of Squared
	Loadings	Loadings

	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.575	29.376	29.376	3.988	11.077	11.077
2	3.755	10.432	39.808	3.952	10.977	22.053
3	2.689	7.469	47.277	3.703	10.286	32.339
4	2.248	6.244	53.521	3.608	10.022	42.362
5	1.659	4.607	58.129	3.043	8.454	50.816
6	1.495	4.154	62.283	2.478	6.884	57.700
7	1.375	3.820	66.102	2.274	6.318	64.018
8	1.129	3.136	69.238	1.879	5.221	69.238

Extraction Method: Principal Component Analysis.

The Table 3 correspond to the number of components retained and the present study retain eight components with initial eigenvalues more than 1.0. The eight components selected are responsible for more than 69.238% of the total variance and have been given most importance by the undergraduates for the selection decision of HRM. Out of the 36 components, the first component contributes 29.38% variation whereas second, third, fourth, fifth, sixth, seventh and eight have accounted variance 10.43%, 7.47%, 6.24%, 4.61%, 4.15%, 1.37% and 1.13% respectively for each component. Because of the total variance value of eight components have took 69.238% and it portraying that the total variance covers 70% of total questionnaire. Therefore, it can be proved that this questionnaire is valid and study can be continued.

The table of rotated component matrix of the current study represents the loadings that are less than 0.50. The rotation reduces the number of factors on which the variables under investigation have high loadings. The items which were suggested to measure the personal, academic and social factors have divided into main eight component without any issue. Therefore, researchers can continue the study further.

Finally, researchers have identified that the eight components for the better understanding of factors affect to the decision of HRM undergraduates and to find out the most influential factor for selecting HRM specialization.

Demographics Factor Analysis

Table 04 - Selecting Decision of HRM. Source: SPSS Output Frequency Statistics

		HR Qualification			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Academic HR	89	76.1	76.1	76.1
	Professional HR	9	7.7	7.7	83.8
	Both	19	16.2	16.2	100.0
	Total	117	100.0	100.0	

The table 4 shows how the respondents are categorized based on their selection decision of HRM. Accordingly, from both universities higher number of respondents had selected Academic HRM. Consequently, there were 76.1% of respondents selected academic HR out of total respondents.

Descriptive Statistics

Table 5 consists the details of data which was gathered from 117 HRM students. The analysis of demographics data represents that the analysis of different characteristics of the respondents of the study. The total sample size 117 which 70 respondents were male and 47 respondents were female. Accordingly, from both universities higher number of females had taken part in the sample compared to the male respondents. Consequently, there were 59.8% respondents are female out of total respondents. Age is categorized include five labels such as less than 19, 19-29, 30-40, 41-51 and above 51 years old. Though the questionnaire has categorized into five age labels, the respondents were only related three age groups. According to the frequency of age the highest number of respondents are from the age category of 19-29 years old and they represent 94.9% from the whole sample. The respondents from age category of 30-40 years old represent the minimum number of participation when compared with the other age categories.

Table 05 - Demographics Profile of Respondents. Source: SPSS Output Descriptive Statistics

Demographics	Categories	Frequency	Percentage (%)
Gender	Male	70	59.8
	Female	47	48.2
Age	19 - 29	111	94.9
	30 - 40	2	1.7
	Less than 19	4	3.4

Descriptive Analysis

Table 06 - Summary of the Descriptive. Source: SPSS Output Descriptive Statistics

Factors	Mean	Median	Std. Deviation
Personal Factors	3.8895	3.9231	.60959
Academic Factors	3.9214	4.0000	.55999
Social Factors	3.4122	3.3077	.61988

The table 6 shows how Mean and Median distributed throughout the personal, academic and social factors. The mean value of the personal factors 3.88 is close to 4 which represents the most of the respondents are decided to “agree” with the statements under personal factors. Also the mean value of the academic factors 3.92 is close to 4 which represents the most of the respondents are decided to “agree” with the statements under academic factors. When it comes to the social factors, 3.41 of mean value generated and it is close to 3 which represents most of the respondents “either agree or disagree” with the statements under social factors. When compared to mean and median, as the values of personal, academic and social factors are closely relatable to each, the data set is normally distributed.

Correlation Analysis

Table 07 - Summary of Correlations. Source: SPSS Output Correlation

		Personal Factors	Academic Factors	Social Factors	HR Qualification
Personal Factors	Pearson Correlation	1	.680**	.438**	-.022
	Sig. (2-tailed)		.000	.000	.811
Academic Factors	Pearson Correlation	.680**	1	.543**	.084
	Sig. (2-tailed)	.000		.000	.371
Social Factors	Pearson Correlation	.438**	.543**	1	.207*
	Sig. (2-tailed)	.000	.000		.025
HR Qualification	Pearson Correlation	-.022	.084	.207*	1
	Sig. (2-tailed)	.811	.371	.025	
**. Correlation is significant at the 0.01 level (2-tailed).					
*. Correlation is significant at the 0.05 level (2-tailed).					

The table 7 shows correlation between the personal, academic, social factors and selecting decision of HRM (HR Qualification). According to the correlation value between social factors and selecting decision of HRM is 0.207 and it represents moderate positive relationship. Therefore, among all three variables the correlation shows that academic factors and social factors have a positive relationship with selection decision of HRM when compared to the personal factors. Therefore, it is revealed that social factors and academic factors influence on the dependent variable of selecting decision of HRM and competitively, social factors have major influence when compared to other independent variables.

Hypothesis Testing

In here, it was assumed that, if the p value was less than 0.05 ($p \leq 0.05$) then the alternative hypothesis would accept, and the null hypothesis reject. Alternatively, if the p value was greater than 0.05 ($p > 0.05$) it would fail to reject the null hypothesis and would not accept the alternative hypothesis. In that case, the null hypothesis is accepted.

Table 08 - Summary of the Hypothesis Testing. Source: SPSS Output Correlation

Hypothesis	Correlation (P value)	Accepted/Rejected
H1 ₀ - There is no relationship between personal factors and selecting decision of HRM.	0.811	Accepted
H1 ₁ - There is relationship between personal factors and selecting decision of HRM.		Rejected
H2 ₀ - There is no relationship between academic factors and selecting decision of HRM.	0.371	Accepted
H2 ₁ - There is relationship between academic factors and selecting decision of HRM.		Rejected
H3 ₀ - There is no relationship between social factors and selecting decision of HRM.	0.025	Rejected
H3 ₁ - There is relationship between social factors and selecting decision of HRM.		Accepted

The above table show the results of Correlation that were applied to test a number of hypothesis which built to identify the significant relationship between the personal, academic and social factors and selecting decision of HRM (HR Qualification).

Hypothesis 1: As the P value of Personal factors is 0.811 and it is greater than 0.05 ($p > 0.05$), so it is systematically insignificant because the Null hypothesis was accepted. Thus, H11 is rejected, which means Personal factors have no relationship with students' selecting decision of HRM.

Hypothesis 2: As the P value of Academic factors is 0.371 and it is greater than 0.05 ($p > 0.05$), hence providing a strong evidence to reject H21 portraying that there is no relationship between Academic factors and selecting decision of HRM.

The above table show the results of Correlation that were applied to test a number of hypothesis which built to identify the significant relationship between the personal, academic and social factors and selecting decision of HRM (HR Qualification).

Hypothesis 1: As the P value of Personal factors is 0.811 and it is greater than 0.05 ($p > 0.05$), so it is systematically insignificant because the Null hypothesis was accepted. Thus, H11 is rejected, which means Personal factors have no relationship with students' selecting decision of HRM.

Hypothesis 2: As the P value of Academic factors is 0.371 and it is greater than 0.05 ($p > 0.05$), hence providing a strong evidence to reject H21 portraying that there is no relationship between Academic factors and selecting decision of HRM.

The above table show the results of Correlation that were applied to test a number of hypothesis which built to identify the significant relationship between the personal, academic and social factors and selecting decision of HRM (HR Qualification).

Hypothesis 1: As the P value of Personal factors is 0.811 and it is greater than 0.05 ($p > 0.05$), so it is systematically insignificant because the Null hypothesis was accepted. Thus, H11 is rejected, which means Personal factors have no relationship with students' selecting decision of HRM.

Hypothesis 2: As the P value of Academic factors is 0.371 and it is greater than 0.05 ($p > 0.05$), hence providing a strong evidence to reject H21 portraying that there is no relationship between Academic factors and selecting decision of HRM.

Hypothesis 3: Here the Null hypothesis was rejected as the P value of Social factors is 0.025 and it is less than 0.05 ($p < 0.05$). As result the result, alternative hypothesis H31 would be accepted. Thus, it could be stated that, there is a relationship between Social factors and selecting decisions of HRM.

DISCUSSION

When comparing the results of past investigations and the current study the researchers identified a few similarities with the results. Although there were some contradictory studies as well.

Downey et al., (2011) suggested that attitude of the student significantly affect for the intention to choose choice of major and many other factors such as interest in the field, job security, job availability, aptitude, social and personal image. The current study revealed that some of those factors such as interest in the field, job security, job availability, aptitude, and social factors affect for the selection decision of HRM.

Sarwar & Massood suggested that career development of the business graduates as the most influential factor in selection of specialization. The current research categorized career development under social factors and it was revealed that the above mentioned findings were same as the present study since in this study also identified that there is a moderate positive relationship between the social factors and selecting decision of HRM.

Pretheeba & Tharuka (2018) suggested that job factor mostly influence for the student course selection. Job factor also same as the job characteristics and it has categorized under the social factor of current study. In order to that, results of both studies shows same results and further exposed there is relationship between social factors and selection decision of HRM.

According to the study of Stair et al., (2016) found that students considered the job market, potential income after graduating and working with people as the most critical factors when selecting academic major. Accordingly, the same author has identified that influence of others on their choice of major, student perceived parents or guardians and personal role models as the most influential factors. Parental influences and others influences categorize under social factor in the current study and this result also show same results as mentioned previously.

Finally results of the study revealed that the majority of HRM undergraduates have considered more about social factors compared to the personal and academic factors when selecting their specialization. It emphasizes students are considering competitiveness of the job market when selecting the HRM specialization.

CONCLUSION

The main purpose of conducting this study is to identify the factors affecting for selecting specialization by HRM undergraduates. Some factors such as academic factors, personal factors and social factors have identified as factors that influenced to decision making of HRM undergraduates. Deductive and correlation analysis was conducted to gain the result of this study and distributed questionnaire as the tool for observation. Snowball sampling technique used to identify 164 respondents and selected 117 among them to conduct analysis. Results of the study revealed that social factors are the mostly influenced factor among different factors which affect to selection decision of HRM undergraduates. Accordingly, researchers have found that as the job market is getting a highly competitive atmosphere, students are specially focus on job characteristics, occupational prestige and other influences when they are selecting HRM specialization because real competition can be seen for positions in the workforce.

REFERENCES

1. Ajibola, M. O., Emeghe, I. J., Oluwumi, A. O., & Oni, A. S. (2017). A Study on Students' Choice of Programme in the University. *Journal of Educational and Social Research*, 7(1), 137-144. doi:10.5901/jesr.2017.v7n1p137
2. Al-Lawati, E. H., R, R. K., & Subramaniam, R. (2017). An Empirical Study on Factors Influencing Business Students' Choice of Specialization with Reference to Nizwa College of Technology, Oman. *International Business Research*, 10(9), 177. doi:10.5539/ibr.v10n9p177
3. Ana-Andreea, M., Liviu, N. M., & Alina, M. C. (2013). Factors of Influence in the Choice of a Higher Education Specialization in Romania. *Procedia - Social and Behavioral Sciences*, 84, 1041-1044. doi:10.1016/j.sbspro.2013.06.695
4. Balsamo, M., Lauriola, M., & Saggino, A. (2012). Personality and College Major Choice: Which Come First? *Psychology*, 03(05), 399-405. doi:10.4236/psych.2012.35056
5. Bobâlă, C., Țugulea, O., & Bradu, C. (2014). How are the Students Selecting their Bachelor Specialization? A Qualitative Approach. *Procedia Economics and Finance*, 15, 894-902. doi:10.1016/s2212-5671(14)00553-x
6. Downey, J. P., Mcgaughey, R., & Roach, D. (2011). Attitudes and Influences toward Choosing a Business Major: The Case of Information Systems. *Journal of Information Technology Education: Research*, 10, 231-251. doi:10.28945/1502
7. Fizer, D. (2013). Factors Affecting Career Choices of Collage Students Enrolled in Agriculture. 1-34.
8. Hussin, N. L., Muhamad, N., & Sukor, M. (2019). Review Paper: Determinants of Students' Choice of Courses and University Selection. *Journal of Business Innovation*, 4(2), 71-78. doi:https://www.researchgate.net/publication/338229377
9. Kim, D., Markham, F. S., & Cangelosi, J. D. (2002). Why Students Pursue the Business Degree: A Comparison of Business Majors Across Universities. *Journal of Education for Business*, 78(1), 28-32. doi:10.1080/08832320209599694
10. Kumaradeepan, V., & Sivarajah, R. (2018). Factors that Influence on Specialization Selection in the Bachelor of Business Administration: Special reference to University of Jaffna, Sri Lanka. *International Journal of Research in Social Sciences*, 8(7), 414-423. doi:https://www.researchgate.net/publication/326145513
11. Malgwi, C. A., Howe, M. A., & Burnaby, P. A. (2005). Influences on Students' Choice of College Major. *Journal of Education for Business*, 80(5), 275-282. doi:10.3200/joeb.80.5.275-282
12. Montmarquette, C., Cannings, K., & Mahseredjian, S. (2002). How do young people choose college majors? *Economics of Education Review*, 21(6), 543-556. doi:10.1016/s0272-7757(01)00054-1
13. Opatha H. H. D. N. P. (2019). A Study of Bachelor's Degrees in Human Resource Management in Three Sri Lankan Leading State Universities. *Universal Journal of Educational Research*, 7(11), 2361-2371. doi:10.13189/ujer.2019.071114
14. Sarwar, A., & Masood, R. (2015). Factors Affecting Selection of Specialization by Business Undergraduates. *Sci.Int.(Lahore)*, 27(1), 489-495. doi:https://www.researchgate.net/publication/320757652
15. Stair, K., Danjean, S., Blackburn, J. J., & Bunch, J. C. (2016). A Major Decision: Identifying Factors that Influence Agriculture Students' Choice of Academic Major. *Journal of Human Sciences and Extension*, 4(2), 111-125. doi:https://www.researchgate.net/publication/304494995
16. Stock, P. A., & Stock, E. M. (2019). Factors that Influence a Collage Student's Choice of an Academic Major and Minor. 1-11.