

## Factors Affecting Career Choice of Students In the Faculty of Yantai Nanshan University Yantai, China

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### Abstract

This study investigates the influence of family, personal, and economic factors on students' career choices at Yantai Nanshan University. The primary objectives are: (1) to analyze the impact of family factors on students' career decisions, (2) to examine personal factors that shape their career choices, (3) to assess the role of economic conditions, and (4) to evaluate the overall career decision-making process. The study employs a descriptive and multiple regression analysis approach. A structured survey questionnaire was distributed to 412 randomly selected students from a total population of 1,677. The collected data were analyzed using SPSS statistical software to identify significant relationships among the studied factors. The results reveal that family and economic factors play a crucial role in shaping students' career choices, whereas personal factors demonstrate a varying degree of influence. The study highlights the importance of family expectations and financial stability in career decision-making. Based on these findings, it is recommended that the university implement targeted support programs to help students navigate the challenges of balancing family influence and economic constraints. Such initiatives can empower students to make well-informed career choices that align with their personal aspirations while also contributing to social and economic development. Future research should explore additional psychological and cultural factors that may further impact students' career decisions. Suggestions for the social and economic environment Optimize vocational education resources: The government and educational institutions should strengthen the connection

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between vocational education and market demand, provide diversified career guidance and training courses, and help individuals adapt to changes in the economic environment.

**Keywords:** Family factors, Personal factors, Economic factors, Career choices, Decision-making

## Introduction

The career choices of college students have become a significant issue in today's labor market. This generation grew up during a period of economic expansion characterized by intense competition, uncertainty, and rapid technological advancements. The widespread use of computers and the internet has shaped their lifestyle and mindset, distinguishing them from previous generations. They prioritize personal interests and lifestyle compatibility over traditional career advancement. Many students prefer jobs aligned with their values rather than pursuing high-paying yet demanding careers. Some even choose to establish small businesses, valuing flexibility and personal fulfillment over financial gain (Supatn, N., 2020).

To enhance students' decision-making in career selection, it is essential to examine the factors influencing their choices and assess the role of educational institutions in career guidance. College students face increasing employment pressures due to economic fluctuations, requiring a more tailored approach to career support (Newman, et.al. ,2010). Addressing these challenges necessitates comprehensive information and guidance to compensate for students' lack of career experience.

This study investigates the key determinants of students' career choices through empirical research at Yantai Nanshan University. The research explores individual, family, and economic factors affecting students' decisions. By analyzing these elements, the study aims to provide practical career guidance and policy recommendations for students at Yantai Nanshan University and similar institutions. The findings will help institutions develop strategies to support students in navigating the evolving job market and making informed career decisions.

## Research Objectives

1. To clarify the level of personal factors, family factors, economic factors and career choice of college students in Yantai Nanshan University.



2. To explore the influencing of personal factors, family factors, economic factors of on career choice of college students in Yantai Nanshan University.

## Scop of research

### Content Scop

Factors Affecting Career Choice of Students In the Faculty of Yantai Nanshan University Yantai, China We are study Personal factors, Family Impact Family factors, Economic factors, to be Career choice. To explore the influencing of personal factors, family factors, economic factors of on career choice of college students in Yantai Nanshan University

### Populations and sampling Scop

The population of this study is students from Yantai Nanshan University. At the time the survey began, the university had a total of 1,677 students. 412

## Literature Review and concept

### Personal factors

Recent research highlights the critical role of personal interests and preferences in career decision-making. Wang, J. et al. (2023) conducted a large-scale survey demonstrating that individuals passionate about a particular career field exhibit higher job satisfaction and stronger career commitment. Similarly, Ip, E. J. et al. (2020) found that aligning personal interests with career choices not only enhances job satisfaction but also fosters long-term professional growth. According to Bandura et al (2001), factors such as environment, talents, skills, and academic achievements significantly influence career choices. A poor career match may result in failure and disappointment

Since 2020, research has increasingly emphasized the growing influence of personal values and motivations in career selection, particularly in response to societal changes. Zhang, E. et al. (2024) found that younger generations prioritize work-life balance, social impact, and opportunities for personal development when making career decisions. Additionally, Kaur, S., & Sharma, A. (2022) argued that intrinsic motivation, including the



pursuit of achievement and self-fulfillment, is a stronger predictor of career satisfaction and long-term success than extrinsic motivators such as salary and status.

These findings suggest that career guidance programs should focus on helping individuals identify their values, interests, and motivations to enhance career satisfaction and success. By understanding the evolving factors that shape career decisions, educators and policymakers can provide more tailored support, ensuring that individuals make informed and fulfilling career choices.

### **Family Impact**

The family serves as a child's first teacher, shaping their understanding of reality and imparting lifelong lessons. Several theorists emphasize the central role of family in career decision-making. Early career theorists suggested that childhood experiences significantly influence occupational choices (Jodl K. M., et. al., 2001). Children often select careers that reflect the psychological climate of their upbringing. Parents serve as role models, sources of reinforcement, and providers of career-related information, resources, and opportunities (Jodl K. M., et.al., 2001). Consequently, there is a strong correlation between family background, upbringing, and career selection. Individuals raised in families where parents pursue a particular profession are more likely to develop an interest in and be influenced by that career path.

With the increasing accessibility of education and evolving social structures, family factors play an even more significant role in career choices. Multiple studies highlight the influence of family background, including economic status, parental occupation, social standing, and education level. For instance, Wang, J. et al. (2023) found that children from economically advantaged families have greater freedom in career selection, often gravitating toward high-paying, high-status professions. Conversely, children from lower-income backgrounds may prioritize practical careers that offer immediate financial stability.

Family education also has a profound impact on career choices. Parental expectations, educational approaches, and attitudes subtly shape children's career decisions. Dockery A. M., et.al. (2022) found a strong correlation between parental career expectations and children's career choices, indicating that parental aspirations significantly influence career trajectories. Children whose parents set high professional expectations are more likely to pursue ambitious career paths, whereas those with more flexible parental guidance may explore a wider range of career options.



Given the substantial role of family in career decision-making, it is crucial for educators and policymakers to consider familial influences when designing career guidance programs. Encouraging parental involvement in career counseling can help students make informed and fulfilling career choices, ultimately contributing to their long-term professional success

### **Economic factors**

The influence of economic factors on career choice is a complex and multidimensional issue, encompassing various aspects such as the macroeconomic environment, industry development trends, labor market demands, and individual financial status. According to a 2021 report by the International Monetary Fund (IMF), economic growth is a key driver of employment expansion. During periods of sustained economic development, business growth and increased investment generate more job opportunities, providing young job seekers with a broader range of career options (IMF, 2021).

Similarly, the Organization for Economic Cooperation and Development (OECD) emphasized in a 2022 report that economic cycles exert a significant influence on career decision-making. Economic downturns may limit job availability and push individuals toward more stable or in-demand professions, whereas periods of economic growth create diverse employment opportunities. Consequently, understanding these economic fluctuations is essential for individuals seeking to align their career choices with future labor market demands (OECD, 2022).

Furthermore, research by the McKinsey Global Institute (2020) highlights the importance of labor market adaptability in response to economic transformations. Rapid advancements in technology and shifting global economic patterns require job seekers, particularly young professionals, to remain aware of industry trends and evolving skill demands. By incorporating economic considerations into career planning, individuals can enhance their employability and long-term career prospects.

### **Career Choice**

Career choice has been widely discussed in academic literature as a fundamental aspect of personal career planning. Nayak, L. J. U. (2022) defines career choice as the process by which individuals make the most suitable decision from various career opportunities based on a comprehensive assessment of their interests, abilities, values, and external environmental factors. This process not only involves understanding different career



options but also includes setting and planning long-term career goals. Taking a broader perspective, Chouhan, V.S. (2022) argues that career choice is a dynamic process in which individuals actively select, adjust, and refine their career direction, career type, and career path in pursuit of professional success and life satisfaction. Career choice, therefore, evolves alongside personal growth and external environmental changes.

In recent years, career decision-making among Chinese students has attracted increasing research attention. The expansion of higher education and the intensification of competition in the job market have made graduate admissions a top priority for many undergraduates. However, most students postpone career decision-making until their graduate studies. Surveys indicate that a significant number of Chinese students struggle with career exploration and lack confidence in securing their first jobs. Consequently, further evidence-based research is necessary to identify the factors that facilitate career decision-making among graduate students in the Chinese context (Jin, F. et al., 2009).

While substantial research in Western contexts has examined intrapersonal and contextual factors influencing career decision-making, it remains unclear whether these factors exert similar effects in collectivist cultures such as China (Brown, 2002). From a social-cognitive perspective, this study explores the role of personality and career decision self-efficacy in shaping career commitment among Chinese students (Jin et al., 2009).

### **Personal factors and Career Choice**

Personal factors play a crucial role in career choice, influencing not only an individual's career orientation but also their satisfaction and long-term success. With advancements in psychology, sociology, and career development theories, researchers have increasingly explored the relationship between personal factors and career decisions. One of the most widely cited theories in this field is John Holland's vocational interest theory (1959), which posits that individuals are more likely to succeed in careers that align with their personality types. More recent studies have further refined the connection between personality traits and career choice (Nauta, M.M., 2010).

For instance, a 2021 study found that individuals with extroverted personalities are more inclined toward careers requiring frequent social interaction and communication, such as sales and marketing, whereas introverted individuals tend to prefer roles that emphasize independent work and research (Cosmas, V.J. 2023). Personality traits influence career choices by shaping an individual's professional interests, work motivation, and career



satisfaction. When selecting a career, individuals often seek work environments that align with their personality traits to enhance job performance and overall career fulfillment.

Understanding the impact of personal factors on career decision-making is essential for career counseling and guidance. By integrating personality assessments and vocational interest theories into career planning, individuals can make more informed decisions that enhance their professional success and well-being.

### **The Influence of Family on Career Choice**

As a fundamental environment for individual growth and socialization, the family plays a critical role in shaping career choices. In recent years, both domestic and international scholars have extensively examined the relationship between family factors and career decision-making. Qiu, Y., & Ye, P. (2023) conducted a randomized experiment in Colombia, revealing that students from families with stronger financial backgrounds are more likely to receive high-quality education, thereby gaining greater opportunities and flexibility in career selection. This finding has been corroborated by subsequent studies. For instance, Christie (2016) highlighted that students from economically privileged families are more inclined to pursue high-paying and high-status professions, such as medicine and law, as these careers offer substantial financial rewards and social prestige.

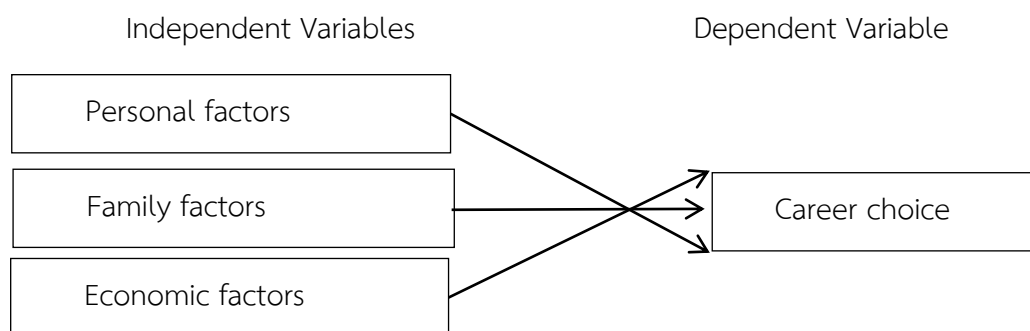
Moreover, parental career choices significantly influence their children's occupational preferences. Research by Stringer K. J., & Kerpelman, J. L. (2010) suggests that parents' professional experiences and values are often transmitted to their children, shaping their perceptions and attitudes toward various careers. This intergenerational influence underscores the role of familial socialization in career development, as children are more likely to consider career paths similar to those of their parents.

### **Economic Factors and Career Choice**

Economic conditions serve as a major determinant of career decision-making, influencing both individual career trajectories and broader labor market trends. During periods of economic growth, increased employment opportunities enable individuals to select careers that align with their interests and competencies. Conversely, economic downturns, such as recessions or financial crises, often limit job availability, forcing individuals to accept positions that may not align with their aspirations or professional expertise.



The International Labour Organization (ILO) emphasized in its World Employment and Social Outlook report that fluctuations in the global economy have profound effects on the labor market. In particular, the post-2020 economic downturn, exacerbated by the COVID-19 pandemic, has led to rising unemployment rates and constrained career choices for many individuals (Antipova, 2021). Such macroeconomic changes not only alter the supply and demand dynamics within the job market but also reshape individuals' career expectations and decision-making behaviors.



**Figure 1** conceptual Framework

## Research Methodology

### Population and sampling method

The population of this study is students from Yantai Nanshan University. At the time the survey began, the university had a total of 1,677 students. 412 participants were randomly selected as the sample size (Krejcie, R. V., & Morgan, D. W. 1970). A questionnaire was administered to these selected participants.

### Research tools

A structured questionnaire was utilized to collect relevant data from participants. The questionnaire was divided into three sections. The first section focused on student demographics, including variables such as gender, grade level, and city of origin, with response options ranging from two to nine per question. The second section examined personal factors (10 items), family factors (7 items), and economic factors (9 items). The third section assessed career choices (5 items) and teacher job satisfaction (9 items). Sections II and III employed a five-point Likert scale to measure responses. In Section II, the scale ranged from 1 (strongly disagree) to 5 (strongly agree), while in Section III, it ranged from 1 (strongly dissatisfied) to 5 (strongly satisfied).





### Research step

The author conducted a comprehensive examination of the research instruments in several steps. Initially, draft questionnaires were sent to the advisor for assessment. Based on the advisor's feedback, the questionnaires were revised, and further adjustments were made. The revised questionnaires were then pilot-tested with a non-study sample group of students. Lastly, the questionnaires were evaluated for reliability using Cronbach's coefficient alpha.

### Reliability Testing

Cronbach's coefficient alpha was utilized to evaluate the reliability of the research instruments. For the sample group, acceptable reliability values typically range from 0.7 to 0.8, indicating a sufficiently reliable scale (Cronbach, L. J. 1951). As shown in Table 1, all Cronbach's alpha estimates for the independent variables exceeded 0.7. Specifically, the Cronbach's alpha coefficients for Personal Factors, Family Factors, Economic Factors, and Career Choices were 0.82, 0.75, 0.80, and 0.70, respectively. These results confirm that the responses for each variable met the reliability criteria, demonstrating the overall internal consistency and reliability of the questionnaire data, as presented in Table 1.

**Table 1** Reliability Statistics

Variable	Cronbach's Alpha	Items
Personal Factors	.82	9
Family Factors	.75	7
Economic Factors	.80	10
Career Choices	.70	5

### Statistics used in data analysis

Following data collection, this study utilized statistical software to conduct comprehensive data analysis. The specific statistical analysis methods included:

**Descriptive Statistics:** Descriptive statistics was performed on the data acquired from the questionnaire survey. This included calculating measures such as the mean, standard



deviation, frequency, etc., to gain insights into the personal information of the sample and the distribution of variables.

**Correlation Analysis:** By computing the correlation coefficient between the independent and dependent variables, this analysis explored the relationship between them.

**Multiple Linear Regression:** Multiple linear regression was employed to establish a relationship between the dependent variable and the independent variables. Tolerance and Variance Inflation Factors (VIF) was utilized to detect multicollinearity within the multiple regression model.

## Research Results

In this section, the author presents the characterization of respondent groups based on the analysis of a valid sample comprising 412 students.

### Sample characteristics

The results showed that there were 194 males (47.0%) and 218 females (52.9.4%), followed by 104 first-year students (25.2%), 92 second-year students (22.3%), 109 third-year students (26.4%) and 107 fourth-year students (20.9%). This is in line with the grade composition of university students. This corresponds to the grade composition of university students.

The data collection results showed that 50 people from Jinan, Shandong accounted for 12.1%, 52 people from Qingdao, Shandong accounted for 12.6%, 44 people from Yantai, Shandong accounted for 10.6%, 41 people from Heze, Shandong accounted for 9.9%, 43 people from Jining, Shandong accounted for 10.4%, 53 people from Zibo, Shandong accounted for 12.8%, 53 people from Rizhao, Shandong accounted for 12.8%, 36 people from Binzhou, Shandong accounted for 8.7%, and 40 people from Weifang, Shandong accounted for 9.7%, and the distribution was relatively even.



## Descriptive analysis

Table 2 shows the mean and Standard Deviation of four variables

Variables	$\bar{x}$	<i>SD</i>	Level of Agreement/Satisfaction
Family factors	3.56	1.010	Agree
Personal factors	3.63	0.960	Agree
Economic factors	3.76	0.952	Agree
Choice factors	3.89	0.896	Agree

According to the five-level frequency range principle, the mean values of the four variables exceed 3.50, indicating that family factors, personal factors, and economic factors significantly influence choice factors. Notably, economic factors exert the strongest influence, reaching a high level of impact.

Table 3 shows Correlation analysis

		Career Choices	Family Factors	Personal Factors	Economic Factors
Career Choices	Pearson Correlation	1	.637**	.362**	.450**
	Sig. (2-tailed)		.000	.000	.000
	N	412	412	412	412
Family Factors	Pearson Correlation	.637**	1	.603**	.526**
	Sig. (2-tailed)	.000		.000	.000
	N	412	412	412	412



Table 3 shows Correlation analysis (Next)

		Career Choices	Family Factors	Personal Factors	Economic Factors
Personal Factors	Pearson Correlation	.362**	.603**	1	.353**
	Sig. (2-tailed)	.000	.000	-	.000
	N	412	412	412	412
Economic Factors	Pearson Correlation	.450**	.526**	.353**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	412	412	412	412

The correlation analysis examines the relationships among family factors, personal factors, economic factors, and career choice. The Pearson correlation coefficients reveal a positive and statistically significant relationship between career choice and family factors ( $r = 0.637$ ), career choice and personal factors ( $r = 0.362$ ), and career choice and economic factors ( $r = 0.450$ ). Additionally, significant correlations are observed between family factors and personal factors ( $r = 0.603$ ), family factors and economic factors ( $r = 0.526$ ), and personal factors and economic factors ( $r = 0.353$ ). All correlations have a p-value of less than 0.001, indicating a strong and significant association. The sample size for each correlation is 412.

### Multiple Linear Regression

The results of the regression analysis are as follows:



**Table 4** Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
1 (Constant)	1.470	0.173		8.498	.000		
Family factors	.546	.049	.579	11.176	.000	.524	1.908
Personal factors	.043	.046	.045	7	.344	.634	1.577
Economic factors	.171	.047	.162	3.657	.000	.721	1.386
R <sup>2</sup> =.426		AdjustR <sup>2</sup> =.421		F=100.800		P<0.000	

In summary, the regression model suggests that Personal Factors, Family Factors And Economic Factors are statistically significant predictors of the dependent variable. The model as a whole is also statistically significant in explaining the variance in the dependent variable. The collinearity statistics indicate no severe multicollinearity issues.

From Table it can be seen that Personal Factors, Family Factors And Economic Factors were used as independent variables and financial literacy were used as dependent variable in linear regression analysis. From the table below, it can be seen that the model formula is the regression formula based on the provided table would be:

Career Choice = 0.173+ 0.546\*personal factors + 0.043\* family factors + 0.171\*economic factors

This formula expresses the relationship between the dependent variable and the three independent variables as determined by the regression analysis. The coefficients (0.173, 0.049, 0.046, and 0.047 represent the estimated impact of each respective independent variable on the dependent variable.

## Summarize Discussion and Recommendation

### summarize

The results explore the factors influencing career choice among students at Yantai Nanshan University, focusing on the impact of family and economic factors through correlation and regression analyses. The findings indicate a strong correlation between personal, family, and economic factors and students' career choices. The results reveal that



family and economic factors play a crucial role in shaping students' career choices, whereas personal factors demonstrate a varying degree of influence. The study highlights the importance of family expectations and financial stability in career decision-making. Based on these findings, it is recommended that the university implement targeted support programs to help students navigate the challenges of balancing family influence and economic constraints. Such initiatives can empower students to make well-informed career choices that align with their personal aspirations while also contributing to social and economic development. Future research should explore additional psychological and cultural factors that may further impact students' career decisions. Suggestions for the social and economic environment Optimize vocational education resources: The government and educational institutions should strengthen the connection between vocational education and market demand, provide diversified career guidance and training courses, and help individuals adapt to changes in the economic environment.

### Discussion

This discussion aligns with the study's objectives.

The first objective is to examine the influence of personal, family, and economic factors on students' career choices at Yantai Nanshan University. The survey results indicate that respondents held positive attitudes toward family, personal, and economic factors, with mean scores of 3.56, 3.63, and 3.76, respectively. The overall career choice factor scored 3.89, reflecting a generally favorable outlook. These findings are consistent with previous studies, highlighting the significance of economic factors and suggesting that personal and family-related conditions play a crucial role in shaping career choices.

The second objective is to analyze the key factors influencing students' career choices at Yantai Nanshan University, with an emphasis on the role of personal, family, and economic factors. For instance, research by Wang J. et al. (2023) found that children from families with better economic conditions tend to have greater freedom in career selection and are more likely to pursue high-paying careers with higher social status. Additionally, a 2021 research report by the International Monetary Fund (IMF) identified economic growth as a key driver of employment growth. Consistent with previous research, favorable personal and family conditions contribute to better career choices among students. Furthermore, the implementation of effective socio-economic planning positively impacts students' career



decisions, reinforcing the importance of these factors in shaping career trajectories within the economic environment.

## Recommendation

Based on the regression analysis results showing that the personal factors, family factors, economic factors have a significant positive effect on career choices, there are some policy and implementation recommendations:

### Policy Recommendations

Suggestions for individuals. Clarify personal interests and career goals: It is recommended that individuals use career assessments and self-reflection to gain a deep understanding of their interests, skills and values, and clarify the career direction that suits them. Regularly setting career development goals and adjusting them according to actual conditions will help achieve long-term career planning.

Improve career-related abilities: Continuously improve professional skills and comprehensive qualities by participating in vocational training, online courses or internship programs, thereby enhancing professional competitiveness. When choosing a career, give priority to work areas that can bring out personal advantages.

Balance the relationship between economy and interest: In career choices, both interests and economic returns should be considered. It is recommended to establish short-term and long-term career goals, choose careers with high economic returns but average interest matching in the short term, and accumulate capital and experience for long-term interest development.

Based on the findings of this study, it is essential to propose actionable recommendations that can enhance students' career decision-making processes by addressing the key influencing factors. These recommendations are structured to target three main stakeholders: higher education institutions, policymakers, and students and their families.

### 1. Recommendations for Higher Education Institutions

Higher education institutions should take a proactive role in career guidance and support systems to bridge the gap between students' aspirations and labor market demands. The following actions are suggested: Data-Driven Career Guidance Programs: Universities



should integrate AI-powered career counseling and big data analytics to provide students with personalized career recommendations based on industry trends, skill demands, and individual strengths.

**Industry-Oriented Internship Programs:** Institutions should establish strong partnerships with industries to offer internships and cooperative education programs that align with students' fields of study. This initiative would provide practical exposure, enhance employability, and ensure a smoother transition into the workforce.

**Skill Development and Career Readiness Training:** Universities should offer specialized workshops and courses focusing on employability skills, including critical thinking, negotiation, problem-solving, and professional networking. These programs should be designed to address the evolving job market and equip students with relevant competencies.

## **2. Recommendations for Policymakers and Government Agencies**

Policymakers play a crucial role in shaping the economic and social environment that influences career choices. The following measures are recommended:

**Financial Support for Career Development:** The government should provide funding for students to acquire in-demand skills, particularly in fields such as digital technologies, data science, and international business.

**Employment Incentives for Companies Hiring Fresh Graduates:** To ease the transition of students into the workforce, policymakers should introduce tax incentives or subsidies for companies that recruit recent graduates, particularly in high-demand sectors.

**Expansion of Vocational Training and Alternative Education Pathways:** Governments should promote vocational education and alternative career pathways that provide hands-on training, ensuring that students who do not pursue traditional university degrees have viable career options.

## **3. Recommendations for Students and Families**

Students and their families play a fundamental role in career decision-making. To facilitate informed career choices, the following approaches are suggested:

**Utilization of Career Assessment Tools:** Students should be encouraged to use career assessment platforms such as O\*NET or Holland's Career Typology to gain a clearer understanding of their interests and aptitudes.

**Parental Support and Open Communication:** Families should foster an environment where students feel encouraged to pursue careers aligned with their skills and aspirations





rather than being pressured to follow traditional career paths dictated by social or economic expectations.

**Balancing Financial Stability and Passion:** Students should develop a strategic approach to career planning that considers both financial viability and personal interests. This may involve pursuing stable employment initially while gradually transitioning into more passion-driven career paths.

### **Limitations and Future Research Directions**

While this study provides valuable insights into the factors influencing students' career choices, it is important to acknowledge its limitations and propose directions for future research to strengthen the understanding of this complex issue.

#### **Limitations of the Study**

**Scope and Generalizability:** This study focuses exclusively on students from Yantai Nanshan University, which may limit the generalizability of the findings to other educational institutions, both within China and globally. Future research should expand the sample size to include students from diverse universities and educational backgrounds.

**Reliance on Self-Reported Data:** The study primarily relies on survey responses, which are subject to potential biases such as social desirability bias and inaccurate self-assessments. Future studies could incorporate qualitative interviews or longitudinal tracking to obtain a more comprehensive understanding of students' career decision-making processes.

**Lack of Cultural and Psychological Variables:** While economic, family, and personal factors were analyzed, this study did not deeply explore the influence of cultural expectations and psychological traits such as self-efficacy and resilience on career choices. Future research could investigate these aspects to offer a more holistic perspective.

#### **Future Research Directions**

**Cross-Cultural Comparisons:** Given that career choices are often influenced by cultural and societal norms, future research should conduct comparative studies between countries with different educational and economic systems to understand how career decision-making processes vary globally.

**The Role of Emerging Economic Trends:** With the rise of digital transformation and the gig economy, future research should examine how these factors reshape students' career expectations and employment opportunities.



Longitudinal Studies on Career Progression: Future research could track students over time to analyze how their career aspirations evolve and how different factors influence their professional trajectories.

Integration of Psychological and Behavioral Insights: Future studies should incorporate psychological theories and behavioral economics to explore the cognitive and emotional aspects of career decision-making.

By addressing these limitations and exploring new research directions, scholars and policymakers can develop more effective strategies to support students in making informed and successful career choices in an increasingly dynamic and competitive job market.

### New Knowledge of Research

Factors Affecting Career Choice of Students In the Faculty of Yantai Nanshan University Yantai, China we are finds **for Families** Provide emotional support and reasonable suggestions: Families should encourage individuals to choose careers based on their interests and abilities, rather than over-imposing career expectations. At the same time, through active communication, help individuals evaluate the pros and cons of career choices, and provide emotional support and psychological encouragement.Reduce economic pressure: Families can reduce the economic burden of individuals in career choices through financial planning and moderate financial support, especially when starting a business or pursuing non-traditional career paths, and provide them with necessary guarantees. **for The Social and Economic Environment.** Optimize vocational education resources: The government and educational institutions should strengthen the connection between vocational education and market demand, provide diversified career guidance and training courses, and help individuals adapt to changes in the economic environment. Provide employment support policies: The government should introduce policies to promote employment, such as tax incentives, entrepreneurship support, and vocational skills training subsidies, to help individuals better cope with economic pressure and expand the possibility of career choices. Strengthen the social security system: Establish a sound social security system to reduce the employment risks of individuals due to the uncertainty of the economic environment, and provide more stable social support for their free choice of careers. The above suggestions can help individuals find a balance between personal interests, family support and



economic environment, make more informed career choices, and thus achieve a win-win goal for individuals and society.

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