

Transformation of India's Career Landscape: Career Choices across Four Generations

Arka Sharma
Arkasharma2004@gmail.com

The Shri Ram School Mousari, Gurugram, Haryana, India

Abstract

Career choices are continuously evolving. Many careers that were considered viable a couple of decades ago are now extinct. Simultaneously, new industries and careers have risen due to the growth of technology and development in India. The objective of the research study was to capture the transformation of the career landscape in India by capturing the changes in career perspectives of four generations- Generation Z (16-22 years of age), Millennials (23-38 years of age), Generation X (39-54 years of age) and Boomers+ (55 years of age and above) - in India. An online survey was conducted with Indian urban households containing respondents from each generation to elicit their perspectives about their preferred career choices (ideal versus real-world) and factors affecting their career choices. The research study found a shift from 'traditional' career choices like teaching and accountancy to 'non-traditional' career choices like blogging/content creation and modelling, caused due to the growth of online platforms and greater opportunities are available to the younger generations. The study indicates that societal pressure and family requirements, including marriage, have lost importance as a factor affecting career choices through the generations. Based on the study, recommendations are given to educational institutions to conduct tests to gauge the interests and strengths of young students to develop their skills further. Additionally, educational institutes and policy makers should conduct research to discover new and viable career paths and continue to modify their policies and learning and teaching strategies to keep up with the times.

Keywords

Career choices, Gen Z, Millennials, Gen X, Boomers+, ideal-world, real-world

INTRODUCTION

In the modern era, a career choice is likely to be one of the most important decisions of an individual's life in most societies (Wyk, 2020). When evaluating career choices, every individual is likely to be influenced by a complex interaction of both personal factors and external factors. At the individual level, factors include socio-economic backgrounds; interests, skills and abilities; and family upbringing (Twomasi et al., 2018). As most of us are not living in a vacuum, career choices and influencing factors are also, in turn, affected by the broader societal context, which are manifested in cultural, religious, technological, and geographical factors (Mau, 2004). Therefore, the investigation of career choices across multiple generations within a society can provide a fascinating lens for exploring the evolution of a society over time, which is at once highly personal, but also contextual.

India is a particularly interesting case in point as the career landscape of India has been transformed by massive economic development and sociocultural changes over the past two decades. Among the external factors, India's policy of liberalisation, privatisation, and globalisation are among the most important. In 1991, the Indian government embarked on a policy of structural changes in the Indian economy in order to encourage foreign trade and investment (Sethi & Andrews, 2019). This economic policy included measures like reductions in public investments, reductions in fertiliser subsidies, increases in exports, and the encouragement of foreign direct investment (FDI) in capital-intensive and high-tech industries (Upadhyay, 2010). Altogether, the policy measures resulted in the transformation of India's job landscape, characterised by increased levels of urbanisation and modernisation, as a consequence of the redirection of resources away from the rural areas and the concomitant emergence of new industries and technology (Bowers, 2017). This observation was substantiated with results from the 2018 survey conducted by National Sample Survey Office (NSSO) of India (2018), which showed that the proportion of the rural male population employed in agriculture (the largest employment provider in the country) had declined by 12%. In contrast, there was a spike of 8% in the manufacturing sector and a 4% increase in the tertiary sector for the same population between 2005 and 2018. Technological innovations have created many jobs, such as typesetting and the operating of switchboards (for telephones) for the telecommunication industry, while most of the DVD and faxing industry careers had become obsolete (McCamy, 2019). In addition, there is a rapidly expanding job market for 'tech jobs', such as developers and data scientists, in which job growth is guaranteed. (Brown & Loprest, 2018). Thus, one can see over the

decades, there has been a shift in career choices from there being more jobs in the sectors of agriculture and manufacturing in the 1990s to newer, technology careers in the fields of software development and Information Technology (Schawbel, 2017). Millennials and Generation Z members are choosing careers in a world where technology is changing jobs every day. According to a study by the Federation of Indian Chambers of Commerce and Industry (FICCI, 2017), 9% of the labor force (of 2017) will be employed in new jobs that do not exist today, while 37% would be employed in jobs that have radically changed skill sets, in 2022 .

Amidst the considerable changes in the job market in the aforementioned areas, professions, such as medicine, law, and civil service, have maintained their popularity and look likely to remain this way in the future. This is partly due to the fact that artificial intelligence in today's time cannot provide the expertise that an experienced doctor or lawyer could (Horvath, 2020). For example, technology, as well as medical knowledge and discoveries, is continuously evolving, which artificial intelligence cannot match (The Medical Futurist, 2021). There is also a social dimension to the popularity of medicine, stemming from its accumulated prestige from its existence for millennia (Brazier, 2018). Government jobs in India are also highly coveted due to the benefits they provide, such as job security, a wide range of career options (for example banking sector, defense, central government all India services etc), high societal status, medical benefits (Patil, 2020).

Most of the research to date has typically covered the following topics: research has been done on generational career shifts in Canada (Lyons et al., 2012), which aimed to find how career choices have changed across four different generations in Canada; early career expectations of millennials (Murale et al., 2016), which aimed to understand the employee characteristics of millennials and what they considered to be attractive in employers (Reis & Braga, 2016). However, previous research has not addressed the changes in the perceptions of real and ideal career choices across generations, and certainly not within the context of India. Therefore, this research study that sought to compare the changes in the career choices across generations would add a personal dimension to the evolving career landscape of India over time by illuminating the changing mentality of the generations in India.

METHODOLOGY

Aim of the study

The aim of the research study was to compare the valuation of different career choices and the factors affecting career choice across four generations in India. More specifically, a mixed-method approach was used to compare the respondents' valuations of different career choices and factors affecting their career choices in an ideal-world situation and a real-world situation.

Research Design

Under the quantitative approach, an online survey was conducted with 93 respondents from Indian households that had four generations to elicit their ratings of the importance of the following factors affecting their career choices in ideal and real-world conditions. These factors were identified from an exhaustive review of the literature (Fizer, 2013).

- Cost of education: The cost of studying the intended major.
- Length of post-high school education: The period required to achieve a certain qualification to reach one's career goal.
- Salary/Remuneration: Monetary value and benefits of a job.
- Social acceptance: Society's perception of a particular career choice.
- Quality of life (Work-life balance): The balance between work and personal life.
- Family requirements: An individual's family's circumstances.
- Job satisfaction: A measure of an individual's contentment with their career.
- Gender Bias: Cultural and social beliefs about each gender on their role in Indian society.
- Passion: A strong affinity, enthusiasm or love for one's chosen career.

Hypothesis

- Null Hypothesis 1a: There is no difference between the mean ratings of respondents of different generations on their valuations of the factors affecting their career choices in the ideal-world.
- Alternative Hypothesis 1b: There are differences between the mean ratings of respondents of different generations on their valuations of the factors affecting their career choices in the ideal-world.

- Null Hypothesis 1c: There is no difference between the mean ratings of respondents of different generations on their valuations of the factors affecting their career choices in the real-world.
- Alternative Hypothesis 1d: There are differences between the mean ratings of respondents of different generations on their valuations of different career choices and the factors affecting their career choices in the real-world.
- Null Hypothesis 2a: There is no difference between the mean ratings of respondents of different generations on their valuations of different career choices in the ideal-world.
- Alternative Hypothesis 2b: There are differences between the mean ratings of respondents of different generations on their valuations of different career choices and the factors affecting career choice in the ideal-world.
- Null Hypothesis 2c: There is no difference between the mean ratings of respondents of different generations on their valuations of different career choices in the real-world.
- Alternative Hypothesis 2d: There are differences between the mean ratings of respondents of different generations on their valuations of different career choices and the factors affecting career choice in the real-world.

Consent and Ethical Issues

Informed consent was taken from participants for data collection (see Appendix A). Confidentiality and privacy of the respondents were maintained and no data collected will be disclosed to a third party. No identifiers such as name or pictures were disclosed in the article or while conducting the study. Ethical guidelines of research were followed.

Sample

Ultimately, the survey gathered a sample size of over 90 respondents, evenly distributed over the four generations:

Generation Z (16-22 years of age): 22 respondents

Millennials (23-38 years of age): 22 respondents

Generation X (39-54 years of age): 26 respondents

Boomers + (55 years of age and above): 23 respondents

Tools used

People of four different generations were invited to participate in a survey to compare their valuation of different career choices and the factors affecting career choice across their generations (see Appendix A). Respondents were chosen from households consisting of members of each of the four generations. The survey questionnaire comprised the following sections (see Appendix B):

- A. Respondents evaluated the following careers on a scale of 1-5, with “1” being the lowest and “5” being the highest:
 1. Professor
 2. Doctor
 3. Blogger/Content creator
 4. Lawyer
 5. Accountant
 6. IT professional
 7. Actor
 8. Engineer
 9. Model
 10. Artist

- B. Respondents rated the following factors on their importance in influencing career choice in an ideal-world (without external pressure) on a scale of 1-5, with “1” being the lowest and “5” being the highest:
 1. Cost of education
 2. Length of post-high school education
 3. Salary/Remuneration
 4. Social acceptance
 5. Quality of life (work-life balance)
 6. Family Requirements
 7. Job satisfaction
 8. Gender Bias
 9. Passion

- C. Respondents rated the following factors on their importance in influencing career choice in the real-world (actual circumstances) on a scale of 1-5, with “1” being the lowest and “5” being the highest:

1. Cost of education
2. Length of post-high school education
3. Salary/Remuneration
4. Social acceptance
5. Quality of life (work-life balance)
6. Family Requirements
7. Job satisfaction
8. Gender Bias
9. Passion

D. In your opinion, to what extent have factors affecting career choice in India changed over time?

Data Collection Procedure

Descriptive statistics were presented to highlight the changes in the mean ratings between valuation of different career choices and the factors affecting career choice in an ideal-world and real-world situation, comparing between the different segments of the sample. This was done separately for each generation for the ideal and real-world conditions. It was also done separately for the professions across all generations. Multiple One-way ANOVA were run to determine the statistical significance of the results.

Qualitative data was also analysed from the open-ended questions in the survey.

RESULTS AND DISCUSSION

The aim of the research study was to compare the valuation of different career choices and the factors affecting career choice across four generations in India. In this section, quantitative and qualitative data that have been analyzed will be discussed, as addressed in the “Methodology”. Specifically, the statistical analyses of the responses from the questionnaire (see Appendix B) will be presented to compare the differences in perceptions across generations in the upper-middle class urban Indian society towards career choices in an ideal versus a real-world situation.

Comparison of Career Choices Across Generations:

The presentation of the analysis of the data of the respondents’ ratings of 10 different careers (chosen from a review of literature on viable careers in the past and upcoming careers in the present) has been organized by generation, in the form of descriptive statistics and One-way ANOVA tables. At the end of this section, the ratings of the career choices across generations will be compared and discussed.

Gen Z (16-22 years of age):

Descriptive statistics show that the highest rated profession for Generation Z is Blogger/Content Creator (M= 3.64, SD= 1.18) among the ten professions, followed by Designer/Illustrator (M= 3.59, SD= 1.30), IT Professional (M= 3.55, SD= 1.37), Doctor (M= 3.55, SD= 1.44), Lawyer (M= 3.45, SD= 1.18), Engineer (M= 3.41, SD= 1.22), Model (M= 3.27, SD= 1.42), Accountant (M= 3.09, SD= 1.23), Actor (M= 3.00, SD= 1.35) and Professor (M= 2.82, SD= 1.33; see Appendix C: Table 1)

The one-way ANOVA for Gen Z’s ratings for professions shows that the differences between the average ratings of different professions are not statistically significant: $F(9, 210) = 1.02$ (lower than the F critical value of 1.92), $p > 0.01$ (see Appendix C: Table 2).

Millennials (23-38 years of age):

Descriptive statistics show that the highest rated profession for Millennials is Professor (M= 3.27, SD= 1.28) among the ten professions, followed by Doctor (M= 3.14, SD= 1.88), Lawyer (M= 2.95, SD= 1.70), Engineer (M= 2.95, SD= 1.62), Designer/Illustrator (M= 2.95, SD= 1.53), IT Professional (M= 2.86, SD= 1.58), Model (M= 2.73, SD= 1.28), Accountant (M= 2.73, SD= 1.58), Blogger/Content Creator (M= 2.68, SD= 1.46) and Actor (M= 2.59, SD= 1.14; see Appendix C: Table 3)

The one-way ANOVA for Millennials' ratings of professions shows that the differences between the average ratings of different professions are not statistically significant: $F(9, 210) = 0.43$ (lower than the F critical value of 1.92), $p > 0.01$ (see Appendix C: Table 4).

Gen X (39-54 years of age):

Descriptive statistics show that the highest rated profession for Generation X is Engineer (M= 3.96, SD= 1.25) among the ten professions, followed by IT Professional (M= 3.69, SD= 1.09), Doctor (M= 3.58, SD= 1.68), Professor (M= 3.50, SD= 1.27), Lawyer (M= 3.42, SD= 1.17), Accountant (M= 2.88, SD= 1.18), Designer/Illustrator (M= 2.73, SD= 1.22), Model (M= 2.38, SD= 1.06), Actor (M= 2.46, SD= 1.21) and Blogger/Content Creator (M= 2.00, SD= 1.26; see Appendix C: Table 5)

The one-way ANOVA for Gen X's ratings of professions shows that the differences between the average ratings of different professions are statistically significant: $F(9, 250) = 7.19$ (higher than the F critical value of 1.92), $p < 0.01$ (see Appendix C: Table 6).

Boomers+ (55 years of age and above):

Descriptive statistics show that the highest rated profession for Boomers+ is Doctor (M= 4.39, SD= 1.20) among the ten professions, followed by Engineer (M= 4.04, SD= 1.02), Professor (M= 3.87, SD= 1.18), IT Professional (M= 3.74, SD= 1.25), Lawyer (M= 3.39, SD= 1.37), Accountant (M= 3.30, SD= 1.33), Designer/Illustrator (M= 2.65, SD= 1.27), Blogger/Content Creator (M= 2.17, SD= 1.23), Model (M= 2.09, SD= 1.00) and Actor (M= 1.83, SD= 0.78; see Appendix C: Table 7)

The one-way ANOVA for Boomers+'s ratings of professions shows that the differences between the average ratings of different professions are statistically significant: $F(9, 220) = 13.65$ (higher than the F critical value of 1.92), $p < 0.01$ (see Appendix C: Table 8)

Comparison:

Table 1

Comparison between the four generations' responses on ratings of different career choices:

	Professor	Doctor	Blogger/Content Creator	Lawyer	Accountant	IT Professional	Actor	Engineer	Model	Designer/Illustrator
Gen Z	2.82	3.55	3.64	3.45	3.09	3.55	3	3.41	3.27	3.59
Millennials	3.27	3.14	2.68	2.95	2.73	2.86	2.59	2.95	2.73	2.95
Gen X	3.5	3.58	2	3.42	2.88	3.69	2.46	3.96	2.38	2.73
Boomers+	3.87	4.39	2.17	3.39	3.3	3.74	1.83	4.04	2.09	2.65

The one-way ANOVA for the comparison of ratings of professions among the four generations shows that the differences between the average ratings of different professions are statistically significant: $F(9, 30) = 3.35$ (higher than the F critical value of 2.21), $p < 0.01$ (see Table 2).

Table 2

One-way ANOVA for the comparison of ratings of professions among the four generations:

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Professor	4	13.46	3.37	0.19
Doctor	4	14.66	3.67	0.27
Blogger/Content Creator	4	10.49	2.62	0.54
Lawyer	4	13.21	3.30	0.06
Accountant	4	12.00	3.00	0.06
IT Professional	4	13.84	3.46	0.17
Actor	4	9.88	2.47	0.24
Engineer	4	14.36	3.59	0.26
Model	4	10.47	2.62	0.26
Designer/Illustrator	4	11.92	2.98	0.18

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	6.73	9.00	0.75	3.35	0.01	2.21
Within Groups	6.69	30.00	0.22			

Total	13.41	39.00				

A clear trend can be seen when analyzing mean ratings of professions between different generations. While some ‘traditional’ career choices, such as accountancy and law show little difference in mean ratings between generations, relatively ‘traditional’ careers paths such as medicine and engineering are seeing a gradual decrease in mean ratings from Boomers+ to Gen Z.

Accountancy has been rated lowly, and is the one of the professions with the least difference in mean ratings between all generations, indicating a common perspective of accountancy as a ‘dying field’ (Copeland, 2021). Although a debated topic, the future of the accountancy field is dictated by technological advancements, and the idea that accountancy is not a viable career anymore is one caused by the fear of ‘robot-induced unemployment’, a problem presently being faced by many industries.

For medicine, the mean ratings for Gen Z, Millennials and Gen X are similar, and although still showing an upward trend, the mean rating is about 22% greater for Boomers + than Gen X. The mean ratings for engineering show a more gradual upward trend: From (M=3.41, SD= 1.22) for Gen Z to (M= 4.04, SD= 1.02) for Boomers+ generation, indicating that engineering has declined in status from being one of the most sought-after fields in India. Interestingly, this data is contrary to recent statistics: according to the HRD Ministry, India releases 1.5 million engineers into the job market every year (Chakrabarty, 2016). More interesting, however, is the fact that only a shocking 3% have the skills to be employed in the software or product market and only 5.5% are qualified for basic programming (Aspiring Minds, 2019). This could be due to many factors like lack of quality education, leading to low development of human resources and lack of vocational education. Analysis of the Millennials’ especially low mean rating for engineering (M= 2.95, SD= 1.62) and their relatively high mean ratings for real-world family requirements (M= 3.45, SD= 1.18), indicates that engineering is a popular career path partly due to family pressure. This implies that the career choices of a major portion of Indian Millennials reflect the career path preferences of Gen Xers and Boomers+ generations.

Mean ratings for ‘non-traditional’ career paths like acting, modelling, designing and content creating have seen a great decline in ratings from Gen Z till Boomers +, showing the growth of such career paths. Also, the fact that Gen Z’s highest mean-rated profession is blogger/content creator (M= 3.64,

SD= 1.18) , closely followed by designer/illustrator (M= 3.59, SD= 1.30) clearly exhibits the 'shift' from traditional career paths to non-traditional ones.

Factors influencing career choices in an ideal-world situation:

The presentation of the analysis of the data of the respondents' ratings of 9 different factor affecting career choice in an ideal-world situation (chosen from a review of literature on common factors affecting career choice) has been organized by generation, in the form of descriptive statistics and One-way ANOVA tables. At the end of this section, the ratings of the factors affecting career choice in the ideal-world situation across generations will be compared and discussed.

Gen Z (16-22 years of age):

Descriptive statistics show that the highest rated factor influencing career choice in the ideal-world for Generation Z is Job Satisfaction (M= 4.41, SD= 0.96) among the nine factors, followed by Passion (M= 4.32, SD= 0.99), Quality of Life (M= 4.18, SD= 0.91), Salary/Remuneration (M= 4.00, SD= 1.07), Cost of education (M= 2.82, SD= 1.44), Gender Bias (M= 2.82, SD= 1.40), Length of Post High School Education (M= 2.68, SD= 1.43), Social Acceptance (M= 2.55, SD= 1.41) and Family Requirements (M= 2.41, SD= 1.22; see Appendix C: Table 9)

The one-way ANOVA for the comparison of ratings of factors affecting career choices in the ideal-world for Gen Z shows that the differences between the average ratings of different factors affecting career choice are statistically significant: $F(8, 189) = 10.56$ (higher than the F critical value of 1.99), $p < 0.01$ (see Appendix C: Table 10).

Millennials (23-38 years of age):

Descriptive statistics show that the highest rated factors influencing career choice in the ideal-world for Millennials are Job Satisfaction (M= 4.41, SD= 0.85) and Passion (M= 4.41, SD= 0.85) among the nine factors followed by Salary/Remuneration (M= 4.18, SD= 0.96), Quality of Life (M= 4.14, SD= 1.28), Family Requirements, (M= 3.91, SD= 1.06), Cost of Education (M= 3.86, SD= 1.21), Length of Post High School Education (M= 3.59, SD= 1.01), Social Acceptance (M= 3.59, SD= 1.26) and Gender Bias (M= 3.23, SD= 1.48; see Appendix C: Table 11)

The one-way ANOVA for the comparison of ratings of factors affecting career choices in the ideal-world for Millennials shows that the differences between the average ratings of different factors

affecting career choice are statistically significant: $F(8, 189) = 2.81$ (higher than the F critical value of 1.99), $p < 0.01$ (see Appendix C: Table 12).

Generation X (39-54 years of age):

Descriptive statistics show that the highest rated factors influencing career choice in the ideal-world for Generation X are Job Satisfaction ($M = 4.38$, $SD = 0.80$) and Passion ($M = 4.38$, $SD = 0.85$) among the nine factors followed by Salary/Remuneration ($M = 4.31$, $SD = 0.68$), Quality of Life ($M = 4.15$, $SD = 0.92$), Social Acceptance ($M = 4.00$, $SD = 0.80$), Family Requirements ($M = 3.54$, $SD = 1.10$), Cost of Education ($M = 3.27$, $SD = 1.19$), Length of Post High School Education ($M = 3.04$, $SD = 1.22$) and Gender Bias ($M = 2.54$, $SD = 1.24$; see Appendix C: Table 13)

The one-way ANOVA for the comparison of ratings of factors affecting career choices in the ideal-world for Generation X shows that the differences between the average ratings of different factors affecting career choice are statistically significant: $F(8, 189) = 9.96$ (higher than the F critical value of 1.99), $p < 0.01$ (see Table Appendix C: 14).

Boomers+ (55 years of age and above):

Descriptive statistics show that the highest rated factors influencing career choice in the ideal-world for Boomers+ is Job Satisfaction ($M = 4.30$, $SD = 0.82$) among the nine factors followed by Quality of Life ($M = 4.00$, $SD = 0.90$), Salary/Remuneration ($M = 4.00$, $SD = 0.67$), Family requirements ($M = 4.00$, $SD = 0.95$), Passion ($M = 3.96$, $SD = 1.07$), Social Acceptance ($M = 3.91$, $SD = 0.90$), Length of Post High School Education ($M = 3.65$, $SD = 1.19$), Gender Bias ($M = 3.39$, $SD = 1.16$), Cost of Education ($M = 3.35$, $SD = 1.07$; see Appendix C: Table 15)

The one-way ANOVA for the comparison of ratings of factors affecting career choices in the ideal-world for Boomers+ shows that the differences between the average ratings of different factors affecting career choice are not statistically significant: $F(8, 189) = 2.30$ (higher than the F critical value of 1.99), $p > 0.01$ (see Appendix C: Table 16).

Comparison:

Table 3

Comparison between the four generations’ responses on ratings of different factors affecting career choices in the ideal-world:

Factors	Cost of education	Length of Post High School Education	Salary/Remuneration	Social Acceptance	Quality of Life	Family Requirements	Job Satisfaction	Gender Bias	Passion
Gen Z	2.82	2.68	4.00	2.55	4.18	2.41	4.41	2.82	4.32
Millennials	3.86	3.59	4.18	3.59	4.14	3.91	4.41	3.23	4.41
Gen X	3.27	3.04	4.31	4.00	4.15	3.54	4.38	2.54	4.38
Boomers +	3.35	3.65	4.00	3.91	4.00	4.00	4.30	3.39	3.96

The one-way ANOVA for the comparison of ratings of factors affecting career choices in the ideal-world across the four generations shows that the differences between the average ratings of different factors affecting career choice are statistically significant: $F(8, 27) = 5.82$ (higher than the F critical value of 2.31), $p < 0.01$ (see Table 4).

Table 4

One-way ANOVA for the comparison of ratings of factors affecting career choices in the ideal-world across the four generations:

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Cost of education	4	13.30	3.33	0.18
Length of Post High School Education	4	12.96	3.24	0.21

Salary/Remunerati on	4	16.49	4.12	0.02
Social Acceptance	4	14.05	3.51	0.44
Quality of Life	4	16.47	4.12	0.01
Family Requirements	4	13.86	3.47	0.53
Job Satisfaction	4	17.50	4.38	0.00
Gender Bias	4	11.98	3.00	0.15
Passion	4	17.07	4.27	0.04

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	8.27	8.00	1.03	5.82	0.00	2.31
Within Groups	4.80	27.00	0.18			
Total	13.07	35.00				

Mean ratings between factors like passion, job satisfaction, quality of life and salary mostly remain constant throughout the four generations, but the ratings of factors like cost of education, social acceptance and family requirements vary vastly across generations.

The factor with greatest difference in mean ratings between the Boomers+ generation and Gen Z was family requirements. The mean rating for family requirements for Boomers+ (M= 4.00, SD= 0.95) is about 66% greater than that for Gen Z (M= 2.41, SD= 1.22). For many males, family requirements boiled down to the family’s financial situation. Some female respondents, however, have associated family requirements with marriage requirements, with one respondent saying that ‘marriage is not the only thing in life now [for women]’. The idea that marriage should be a priority for women is one that has been prevalent for centuries in Indian society (The Times of India, 2020). Therefore, the high mean rating of family requirements is, to a certain extent, due to the factor of social acceptance. The mean rating of social acceptance of Boomers+ supports this: the other factor with a great difference in mean ratings between Boomers+ generation and Gen Z is social acceptance. Gen Z (M= 2.55, SD= 1.41) respondents have rated social acceptance as a much less important factor than Boomers+ generation respondents (M= 3.91, SD= 0.90).

An interesting finding was also that, even in an ideal-world situation, the mean rating for cost of education as a factor is higher than Gen Z for every generation. Boomers+ have rated the cost of education ($M= 3.35$, $SD= 1.07$) about 19% higher than Gen Z ($M= 2.82$, $SD= 1.44$), indicating once again that Gen Z has more opportunities available than they did. Many respondents have said the same when asked about changes in factors affecting career choice in India over the years, writing that the 'rise of middle class' and 'better parent financial security' have contributed significantly to this change.

Factors influencing career choices in the real-world situation:

The presentation of the analysis of the data of the respondents' ratings of 9 different factor affecting career choice in their real-world situation (chosen from a review of literature on common factors affecting career choice) has been organized by generation, in the form of descriptive statistics and One-way ANOVA tables. At the end of this section, the ratings of the factors affecting career choice in the real-world situation across generations will be compared and discussed.

Gen Z (16-22 years of age):

Descriptive statistics show that the highest rated factor influencing career choice in the real-world for Generation Z is Passion ($M= 4.32$, $SD= 1.09$) among the nine factors, followed by Quality of Life ($M= 4.23$, $SD= 0.97$), Job Satisfaction ($M= 4.14$, $SD= 1.08$), Salary/Remuneration ($M= 4.05$, $SD= 1.36$), Gender Bias ($M= 3.00$, $SD= 1.57$), Cost of Education ($M= 2.95$, $SD= 1.43$), Length of Post High School Education ($M= 2.77$, $SD= 1.34$), Social Acceptance ($M= 2.77$, $SD= 1.38$) and Family Requirements ($M= 2.55$, $SD= 1.30$; see Appendix C: Table 17)

The one-way ANOVA for the comparison of ratings of factors affecting career choices in the real-world for Gen Z shows that the differences between the average ratings of different factors affecting career choice are statistically significant: $F(8, 189) = 7.16$ (higher than the F critical value of 1.99), $p < 0.01$ (see Appendix C: Table 18).

Millennials (23-38 years of age):

Descriptive statistics show that the highest rated factor influencing career choice in the real-world for Millennials is Job Satisfaction ($M= 3.95$, $SD= 1.13$) among the nine factors, followed by Passion ($M= 3.82$, $SD= 1.10$) and Quality of Life ($M= 3.73$, $SD= 1.24$), Family Requirements ($M= 3.45$, $SD= 1.18$), Salary Remuneration ($M= 3.14$, $SD= 1.17$), Length of Post High School Education ($M= 2.73$,

SD= 1.39), Social Acceptance(M= 2.73, SD= 0.88) and Gender Bias (M= 2.73, SD= 0.98; see Appendix C: Table 19)

The one-way ANOVA for the comparison of ratings of factors affecting career choices in the real-world for Millennials shows that the differences between the average ratings of different factors affecting career choice are statistically significant: $F(8, 189) = 4.10$ (higher than the F critical value of 1.99), $p < 0.01$ (see Appendix C: Table 20).

Generation X (39-54 years of age):

Descriptive statistics show that the highest rated factor influencing career choice in the real-world for Generation X is Salary/Remuneration (M= 4.15, SD= 1.01) among the nine factors, followed by Social Acceptance (M= 4.04, SD= 1.15), Quality of Life (M= 4.04, SD= 0.96), Job Satisfaction (M= 3.81, SD= 1.06), Passion (M= 3.65, SD= 1.26), Family Requirements (M= 3.54, SD= 1.33), Length of Post High School Education (M= 3.27, SD= 1.34), Cost of Education (M= 3.12, SD= 1.34) and Gender Bias (M= 2.27, SD= 1.19); see Appendix C: Table 21)

The one-way ANOVA for the comparison of ratings of factors affecting career choices in the real-world for Generation X shows that the differences between the average ratings of different factors affecting career choice are statistically significant: $F(8, 189) = 5.22$ (higher than the F critical value of 1.99), $p < 0.01$ (see Appendix C: Table 22).

Boomers+ (55 years of age and above):

Descriptive statistics show that the highest rated factor influencing career choice in the real-world for Boomers+ is Family Requirements (M= 4.04, SD= 0.93) among the nine factors, followed by Salary/Remuneration (M= 3.87, SD= 0.97), Quality of Life (M= 3.83, SD= 0.98), Cost of Education (M= 3.70, SD= 1.49), Job Satisfaction (M= 3.70, SD= 1.02), Length of Post High School Education (M= 3.52, SD= 1.27), Social Acceptance (M= 3.48, SD= 1.16), Passion (M= 3.35, SD= 1.07) and Gender Bias (M= 3.00, SD= 1.38; see Appendix C: Table 23)

The one-way ANOVA for the comparison of ratings of factors affecting career choices in the real-world for Boomers+ shows that the differences between the average ratings of different factors affecting career choice are not statistically significant: $F(8, 189) = 1.69$ (lower than the F critical value of 1.99), $p > 0.01$ (see Appendix C: Table 24).

Comparison:

Table 5

Comparison between the four generations’ responses on ratings of different factors affecting career choices in the real-world:

	Cost of education	Length of Post High School Education	Salary/Remuneration	Social Acceptance	Quality of Life	Family Requirements	Job Satisfaction	Gender Bias	Passion
Gen Z	2.95	2.77	4.05	2.77	4.23	2.55	4.14	3	4.32
Millennials	2.86	2.73	3.14	2.73	3.73	3.45	3.95	2.73	3.82
Gen X	3.12	3.27	4.15	4.04	4.04	3.54	3.81	2.27	3.65
Boomers +	3.7	3.52	3.87	3.48	3.83	4.04	3.7	3	3.35

The one-way ANOVA for the comparison of ratings of factors affecting career choices in the real-world across the four generations shows that the differences between the average ratings of different factors affecting career choice are statistically significant: $F(8, 27) = 3.98$ (higher than the F critical value of 2.31), $p < 0.01$ (see Table 6).

Table 6

One-way ANOVA for the comparison of ratings of factors affecting career choices in the real-world across the four generations:

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Cost of education	4	12.63	3.16	0.14
Length of Post High School Education	4	12.29	3.07	0.15
Salary/Remuneration	4	15.21	3.80	0.21
Social Acceptance	4	13.02	3.26	0.39
Quality of Life	4	15.83	3.96	0.05
Family Requirements	4	13.58	3.40	0.38
Job Satisfaction	4	15.60	3.90	0.04
Gender Bias	4	11.00	2.75	0.12
Passion	4	15.14	3.79	0.16

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	5.82	8.00	0.73	3.98	0.00	2.31
Within Groups	4.94	27.00	0.18			
Total	10.76	35.00				

As seen earlier, mean ratings in the ideal-world situation of passion, job satisfaction, quality of life and salary mostly remained constant throughout the four generations. In the real-world situation, however, the mean ratings for these factors vary significantly, indicating that there is a difference in the mindset and opportunities available between the generations. As mentioned earlier, this difference in opportunities is also seen in the qualitative analysis of the data, where respondents have mentioned that lack of opportunities led to underdevelopment of individuals.

On performing qualitative analysis of respondents' answers to the question: In your opinion, to what extent have factors affecting career choice changed in India over time?, it was found that respondents have said that there is less family pressure and more freedom in choices now. The lack of freedom of choices in generations other than Gen Z is seen in the real-world mean ratings of passion. The mean rating of passion for Gen Z ($M= 4.32$, $SD= 1.09$) is almost 30% greater than the mean rating of passion for Boomers+ ($M= 3.35$, $SD= 1.07$). The mean rating for Boomers+ is also the least among all four generations. This could be not only due to lack of options, but also due to societal pressure, as is seen in the relatively higher mean rating of social acceptance for Gen X ($M= 4.04$, $SD= 1.15$) and Boomers+ ($M= 3.48$, $SD= 1.16$) in comparison to Gen Z and Millennials.

Factors influencing career choices between married males and females

The presentation of the analysis of the data of the married males and married females' ratings of 9 different factors affecting career choice in the ideal and real-world situation (chosen from a review of literature on common factors affecting career choice) has been organized by generation, in the form of descriptive statistics and one-way ANOVA tables. At the end of this section, the ratings of the factors affecting career choice in the ideal and real-world situation for married males and females will be compared and discussed.

Though not part of the aim of the research paper, analysis was undertaken for the topic as unexpected findings were found. Note that the comparison has not been made for Gen Z and Millennials as there was insufficient data for the two generations. The comparison has been made for Gen X and Boomers+.

Gen X (39-54 years of age):

Descriptive statistics show that the highest rated factor influencing career choice in the ideal-world for married Gen X males is Passion ($M= 4.26$, $SD= 0.93$) among the nine factors, followed by Salary/Remuneration ($M= 4.21$, $SD= 0.85$), Job Satisfaction ($M= 4.11$, $SD= 0.88$), Quality of Life ($M= 4.05$, $SD= 1.03$), Social Acceptance ($M= 3.89$, $SD= 0.88$), Family Requirements ($M= 3.32$, $SD= 1.20$), Cost of Education ($M= 3.11$, $SD= 1.10$), Length of Post High School Education ($M= 2.74$, $SD= 1.19$) and Gender Bias ($M= 2.42$, $SD= 1.17$; see Appendix C: Table 25)

Descriptive statistics show that the highest rated factor influencing career choice in the ideal-world for married Gen X females is Job Satisfaction ($M= 4.57$, $SD= 0.79$) among the nine factors, followed by Passion ($M= 4.29$, $SD= 0.95$), Social Acceptance ($M= 4.29$, $SD= 0.95$), Quality of Life ($M= 4.29$,

SD= 0.76), Salary/Remuneration (M= 4.14, SD= 0.90), Cost of Education (M= 4.00, SD= 1.29), Length of Post High School Education (M= 3.57, SD= 1.13), Family Requirements (M= 3.57, SD= 0.79) and Gender Bias (M= 2.29, SD= 0.76; see Appendix C: Table 26)

The one-way ANOVA for the comparison of ratings of factors affecting career choices in the ideal-world across married males and females from Gen X shows that the differences between the average ratings of different factors affecting career choice are statistically significant: $F(8, 9) = 7.95$ (higher than the F critical value of 3.23), $p < 0.01$ (see Table 7).

Table 7

One-way ANOVA for the comparison of ratings of factors affecting career choices in the ideal-world between married Gen X males and females:

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Cost of education	2	7.11	3.56	0.40
Length of Post High School Education	2	6.31	3.16	0.34
Salary/Remuneration	2	8.35	4.18	0.00
Social Acceptance	2	8.18	4.09	0.08
Quality of Life	2	8.34	4.17	0.03
Family Requirements	2	6.89	3.45	0.03
Job Satisfaction	2	8.68	4.34	0.11
Gender Bias	2	4.71	2.36	0.01
Passion	2	8.55	4.28	0.00

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	7.05	8.00	0.88	7.95	0.00	3.23
Within Groups	1.00	9.00	0.11			
Total	8.04	17.00				

Descriptive statistics show that the highest rated factor influencing career choice in the real-world for married Gen X males is Salary/Remuneration (M= 4.11, SD= 0.99) among the nine factors, followed by Quality of Life (M= 3.95, SD= 0.85), Social Acceptance (M= 3.89, SD= 1.15), Job Satisfaction (M= 3.68, SD= 1.00), Passion (M= 3.68, SD= 1.16), Family Requirements (M= 3.42, SD= 1.26), Length of Post High School Education (M= 3.21, SD= 1.23), Cost of Education (M= 2.84, SD= 1.26) and Gender Bias (M= 2.00, SD= 1.00; see Appendix C: Table 27)

Descriptive statistics show that the highest rated factor influencing career choice in the real-world for married Gen X females is Job Satisfaction (M= 4.43, SD= 0.98) among the nine factors, followed by Quality of Life (M= 4.29, SD= 1.25), Passion (M= 4.29, SD= 0.95), Salary/Remuneration (M= 4.14, SD= 1.21), Social Acceptance (M= 3.86, SD= 1.21), Cost of Education (M= 3.71, SD= 1.11), Length of Post High School Education (M= 3.29, SD= 1.25), Family Requirements (M= 2.86, SD= 1.57) and Gender Bias (M= 2.43, SD= 0.98; see Appendix C: Table 28)

The one-way ANOVA for the comparison of ratings of factors affecting career choices in the real-world across married males and females from Gen X shows that the differences between the average ratings of different factors affecting career choice are statistically significant: $F(8, 9) = 6.46$ (higher than the F critical value of 3.23), $p < 0.01$ (see Table 8).

Table 8

One-way ANOVA for the comparison of ratings of factors affecting career choices in the real-world between married Gen X males and females:

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Cost of education	2	6.55	3.28	0.38
Length of Post High School Education	2	6.50	3.25	0.00
Salary/Remuneration	2	8.25	4.13	0.00
Social Acceptance	2	7.75	3.88	0.00
Quality of Life	2	8.24	4.12	0.06
Family Requirements	2	6.28	3.14	0.16

Job Satisfaction	2	8.11	4.06	0.28
Gender Bias	2	4.43	2.22	0.09
Passion	2	7.97	3.99	0.19

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	6.64	8.00	0.83	6.46	0.01	3.23
Within Groups	1.16	9.00	0.13			
Total	7.80	17.00				

Boomers+ (55 years of age and above):

Descriptive statistics show that the highest rated factor influencing career choice in the ideal-world for married Boomers+ males is Job Satisfaction (M= 4.43, SD= 0.51) among the nine factors, followed by Salary/Remuneration (M= 4.29, SD= 0.47), Quality of Life (M= 4.07, SD= 0.73), Passion (M= 4.07, SD= 0.83), Social Acceptance (M= 4.00, SD= 0.68), Family Requirements (M= 4.00, SD= 0.78), Length of Post High School Education (M= 3.36, SD= 1.34), Cost of Education (M= 3.14, SD= 1.10), and Gender Bias (M= 3.07, SD= 1.27; see Appendix C: Table 29).

Descriptive statistics show that the highest rated factor influencing career choice in the ideal-world for married Boomers+ females is Length of Post High School Education (M= 3.89, SD= 1.05) among the nine factors, followed by Family Requirements (M= 3.89, SD= 1.45), Job Satisfaction (M= 3.89, SD= 1.54), Quality of Life (M= 3.78, SD= 1.39), Gender Bias (M= 3.67, SD= 1.22), Passion (M= 3.67, SD= 1.58), Social Acceptance (M= 3.56, SD= 1.51), Cost of Education (M= 3.33, SD= 1.00), and Salary/Remuneration (M= 3.33, SD= 1.12; see Appendix C: Table 30)

The one-way ANOVA for the comparison of ratings of factors affecting career choices in the ideal-world across married males and females from Boomers+ shows that the differences between the average ratings of different factors affecting career choice are not statistically significant: $F(8, 9) = 1.31$ (lower than the F critical value of 3.23), $p > 0.01$ (see Table 9).

Table 9

One-way ANOVA for the comparison of ratings of factors affecting career choices in the ideal-world between married Boomers+ males and females:

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Cost of education	2	6.47	3.24	0.02
Length of Post High School Education	2	7.25	3.63	0.14
Salary/Remuneration	2	7.62	3.81	0.46
Social Acceptance	2	7.56	3.78	0.10
Quality of Life	2	7.85	3.93	0.04
Family Requirements	2	7.89	3.95	0.01
Job Satisfaction	2	8.32	4.16	0.15
Gender Bias	2	6.74	3.37	0.18
Passion	2	7.74	3.87	0.08

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	1.36	8.00	0.17	1.31	0.35	3.23
Within Groups	1.17	9.00	0.13			
Total	2.53	17.00				

Descriptive statistics show that the highest rated factor influencing career choice in the real-world for married Boomers+ males is Salary/Remuneration (M= 4.07, SD= 0.83) among the nine factors, followed by Family Requirements (M= 4.00, SD= 0.78), Quality of Life (M= 3.86, SD= 0.77), Job Satisfaction (M= 3.79, SD= 0.80), Social Acceptance (M= 3.57, SD= 1.22), Cost of Education (M= 3.36, SD= 1.65), Passion (M= 3.29, SD= 0.99), Length of Post High School Education (M= 3.14, SD= 1.35), and Gender Bias (M= 2.57, SD= 1.22; see Appendix C: Table 31)

Descriptive statistics show that the highest rated factor influencing career choice in the real-world for married Boomers+ females is Family Requirements (M= 4.00, SD= 1.41) among the nine factors,

followed by Cost of Education (M= 3.89, SD= 1.27), Length of Post High School Education (M= 3.78, SD= 1.09), Quality of Life (M= 3.56, SD= 1.59), Job Satisfaction (M= 3.33, SD= 1.58), Gender Bias (M= 3.33, SD= 1.41), Passion (M= 3.33, SD= 1.41), Salary/Remuneration (M= 3.22, SD= 1.39), and Social Acceptance (M= 3.11, SD= 1.36; see Appendix C: Table 32)

The one-way ANOVA for the comparison of ratings of factors affecting career choices in the real-world across married males and females from Boomers+ shows that the differences between the average ratings of different factors affecting career choice are not statistically significant: $F(8, 9) = 1.26$ (lower than the F critical value of 3.23), $p > 0.01$ (see Table 10).

Table 10

One-way ANOVA for the comparison of ratings of factors affecting career choices in the real-world between married Boomers+ males and females:

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Cost of education	2	7.25	3.63	0.14
Length of Post High School Education	2	6.92	3.46	0.20
Salary/Remuneration	2	7.29	3.65	0.36
Social Acceptance	2	6.68	3.34	0.11
Quality of Life	2	7.42	3.71	0.05
Family Requirements	2	8.00	4.00	0.00
Job Satisfaction	2	7.12	3.56	0.11
Gender Bias	2	5.90	2.95	0.29
Passion	2	6.62	3.31	0.00

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	1.40	8.00	0.17	1.26	0.37	3.23
Within Groups	1.25	9.00	0.14			

Total	2.65	17.00				

Comparison:

In the ideal-world, male and female respondents’ ratings differ greatly in the Gen X and Boomers+ generations in factors like length of post high-school education, social acceptance, and gender bias. Note that a comparison between mean ratings for millennials has not been made due to insufficient sample size of female married millennials.

In Gen X, the mean rating for length of post high school education in an ideal-world for females (M= 3.56) is about 30% higher than the mean ratings for the same for males. On doing qualitative analysis of the data, it was observed that marriage was the main factor in choosing career paths for females. In order to get married at an ‘appropriate’ age, women were made to complete their education quicker than males to make provisions for faster marriage. In Boomers+ generations, a similar trend is observed with the mean rating for length of post high-school education for females (M= 3.89) being almost 20% higher than that for males.

For social acceptance, it is seen that the mean ratings for males and females in the Boomers+ generation varies greatly for both- ideal and real-world -conditions. In an ideal-world, males have rated social acceptance (M= 4.00), 12% greater than females (M= 3.56) and in the real-world, males (M= 3.60) have rated social acceptance about 16% greater than females (M= 3.11). This difference could be attributed to the fact that a few decades ago, most women did not have careers. They would receive an education for the primary purpose of marriage and most would choose to be housewives: according to a PLFS report by the Ministry of Statistics and Programme Implementation (2017), only 27% of women were part of the workforce in 1977. According to the same report, however, 63% of the men were part of the workforce in 1977 which is much greater than the percentage of women. Their higher rating of social acceptance could be due to the fact that they had to choose between a variety of career choices while the career choice for women was predetermined.

Subsequently, the mean ratings for gender bias were also higher for females than males for both- Gen Z and Boomers+ Generations- for the ideal and real-world situations. In the ideal-world, female respondents of Gen X rated gender bias (M= 2.78), about 15% higher than male respondents of Gen X (M= 2.42), while female Boomers+ rated gender bias (M= 3.67), about 17% higher than Boomers+ males (M= 3.13). In the real-world, female respondents of Gen X rated gender bias (M= 2.89), about

45% higher than male respondents of Gen X ($M= 2.00$), while female Boomers+ rated gender bias ($M= 3.33$), about 25% higher than Boomers+ males ($M= 2.67$). The high rating for females is partly due to the higher rating of social acceptance. Society standards for Gen X and Boomers+ dictated that women choose careers based on their family's requirements, for example: careers that leave plenty of time to care for the household. It is for this reason that teaching was a popular profession among women a few decades ago. Gen X and Boomers+ females faced a society where gender bias was deeply entrenched, as were their beliefs about having a female workforce and their predetermined career choices.

Conclusion

It is evident from the research analysis that the variations in the different generations' respondents' mean ratings of various professions and factors affecting career choice in an ideal-world versus real-world situation, are statistically significant. Therefore, all the null hypotheses set out in this research study are rejected. Results show that 'traditional' careers like teaching, medicine and engineering are increasingly losing popularity to newer, 'non-traditional' careers like blogging/content creation, modelling and designing/illustrating (Rao, 2017). Availability of great online learning content for all ages and access to advanced accounting solutions online are rendering professions like teaching and accountancy less attractive. It is, however, important to note that the research was conducted with urban Indian households. Research conducted with rural Indian households might produce different results. 'Length of post-high school education' was found to be of more importance as a factor affecting career choice for married females than married males as females were required to complete their education faster in order to get married at an 'appropriate time', a requirement uncommon in today's times. Analysis of the same for Gen Z indicates the decreasing importance of marriage as a factor influencing career choices.

This research report is relevant to job aggregators in the ever-changing job market. With workers of the Boomers+ generation retiring, and workers from Generation Z entering the job market, this decade is expected to bring about major changes to the workforce. Further, the ratings indicate that Gen Z may have employee characteristics similar to those of Millennials. The importance of different factors affecting career choice, especially for Gen Z, is vital knowledge to employers for creating tactics and packages for employee retention. This is of greater significance since Millennials, and therefore possibly Gen Z, have reputations for job hopping. This paper has also surfaced that the upcoming generations are likely to make a career choice based on their passions and skills. Therefore, educational institutions should encourage and conduct aptitude tests and psychometric analysis to

gauge the interests and strengths of students to develop these skills further. New age careers should be considered while designing educational policies and course content at all levels of education. Keeping abreast of the growing industry requirements, technological advancements and future job forecasting is of utmost importance to ensure a strong learning foundation for a competitive globally recognised workforce.

References

- Aggarwal, V., Nithyanand, S., & Sharma, M. (2019). National employability report- engineers. *SHL*.
<https://www.shl.com/wp-content/uploads/en-national-employability-report-engineers.pdf>
- Brazier, Y. (2018). *What was ancient Egyptian medicine like?* Medical News Today.
<https://www.medicalnewstoday.com/articles/323633>
- Brincikova, Z., & Darmo, L. (2014). The impact of FDI inflow in employment in V4 countries.
European Scientific Journal, Special Edition, 1, 245-252.
- Chakrabarty, R. (2016). *Only 7 per cent engineering graduates employable: What's wrong with India's engineers?* India Today.
<https://www.indiatoday.in/education-today/featurephilia/story/engineering-employment-problems-329022-2016-07-13>
- Copeland, D. (2021). *25 dying professions you should avoid*. Work and Money.
<https://www.workandmoney.com/s/dying-professions-83f89af396e34d92>
- Djankov, S., & Saliola, F. (2018). *Here's how work has changed in the past 100 years*. World Economic Forum. <https://www.weforum.org/agenda/2018/11/the-changing-nature-of-work>
- Federation of Indian Chambers of Commerce & Industry (2017). *Future of jobs in India- 2.0*.
<https://ficci.in/spdocument/23031/Future-of-Jobs-in-India-2.0.pdf>
- Fyfe, R. (2017). *How technology is affecting career choices*. Training.com.
<https://www.training.com.au/ed/how-technology-is-affecting-career-choices/>
- Garnett, C. (2020). Former NIH'er Horvath explains why machines won't replace doctors. *NIH Record*, 72(19).
<https://nihrecord.nih.gov/2020/09/18/former-niher-horvath-explains-why-machines-wont-replace-doctors>
- Lyons, S., Schweitzer, L., & Ng, E. (2012). Generational career shift: Millennials and the changing nature of careers in Canada. In *Managing the new workforce: International perspectives on*

- the millennial generation* (pp 64-85). Cheltenham, UK: Edward Elgar Publishing.
<https://doi.org/10.4337/9780857933010>
- Lyons, S., Schweitzer, L., & Ng, E. (2015). How have careers changed? An investigation of changing career patterns across four generations. *Journal of Managerial Psychology*, 30(1), 8-21.
<http://dx.doi.org/10.1108/JMP-07-2014-0210>
- McCamy, L. (2019). *8 jobs from 50 years ago that are obsolete*. Business Insider India.
<https://www.businessinsider.com/jobs-that-are-obsolete-2019-5#typesetter-5>
- Murale, V. (2016). Early career expectations of Indian Gen Y. *International Journal of Applied Business and Economic Research*, 14(10), 6429-6452.
https://www.researchgate.net/publication/308372308_EARLY_CAREER_EXPECTATIONS_OF_INDIAN_GEN_%27Y%27
- Patil, A. (2020). Here's why building career with a government job still attracts job seekers. *Financial Express*.
<https://www.financialexpress.com/education-2/heres-why-building-career-with-a-government-job-still-attracts-job-seekers/2038410/>
- Rao, D. (2017). *Going beyond conventional career paths*. Deccan Herald.
<https://www.deccanherald.com/content/616028/going-beyond-conventional-career-paths.html>
- Reis, G., & Braga, B. (2016). Employer attractiveness from a generational perspective: Implications for employer branding. *RAUSP Management Journal*, 51(1), 103-116.
http://200.232.30.99/busca/artigo.asp?num_artigo=1678
- Schawbel, D. (2017). *Why today's most promising young people are choosing to work in tech instead of finance*. CNBC.
<https://www.cnbc.com/2017/05/18/why-young-people-are-choosing-to-work-in-tech-instead-of-finance.html>
- Sullivan, S. (1999). The changing nature of careers: A review and research agenda. *Journal of Management*, 25(3), 457-484.
https://www.researchgate.net/publication/254121234_The_Changing_Nature_of_Careers_A_Review_and_Research_Agenda
- The Times of India (2020). *Why Indian women experience the pressure to get married*. The Times of India.
<https://timesofindia.indiatimes.com/life-style/relationships/love-sex/why-indian-women-experience-the-pressure-to-get-married/articleshow/78871749.cms>

Twumasi, P., Emeto, T., Lindsay, D., Tsey, K., & Aduli, B. (2018). A systematic review of factors that influence youths career choices—The role of culture. *Frontiers in Education, 3*.

<https://doi.org/10.3389/feduc.2018.00058>

Upadhyay, U. (2000). India's new economic policy of 1991 and its impact on women's poverty and AIDS. *Feminist Economics, 6*(3), 105-122. <https://doi.org/10.1080/135457000750020155>