**Human Resources Misalignment? An empirical analysis of career subject major choices on the basis of internal versus external factors.**

**ABSTRACT**

The purpose of the study was to empirically investigate one University’s undergraduates’ perceptions of the comparative worth/utility of studying Business Science disciplines in terms of: understanding of self (aptitudes, values and interests), job attractiveness (job prospects, earning potential, non- salary benefits and work-life balance), institution and discipline academic reputations. Findings suggest that while perceptions of aspects of careers such as job and career prospects, generally dominate the choice of major subjects and subordinate the role of job/career interest in the selection of such majors, students studying HRM majors hold community oriented values that distinguish them from their peers. Worryingly, students are found to make choices primarily on the basis of their perceptions of ‘external factors’, rather than upon their interests. The findings are discussed in terms of extant theory and potential practical outcomes.

**Keywords:** Human Resources Management; Career Theory; Schein; Gottfredson; student perceptions; major subject choice.

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