

Knowledge, skills and attitudes needed for the career success of accounting graduates in Rajarata University of Sri Lanka

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Abstract

The changes in the structure of the labor market expect the graduates to be more skillful and effective workers rather than only having a theoretical knowledge about their profession. The absence of being familiarized with the rapid changes of the contemporary business world would lead the graduates to fail in their profession. Therefore, the present study was designed to investigate the knowledge, skills and attitudes needed for the career success of accounting graduates. Career Success was the dependent variable and independent variables were knowledge, skills and attitudes. The data were collected from 50 accounting graduates of Rajarata University of Sri Lanka through an online questionnaire. Descriptive statistics and correlation, ANOVA and regression analysis were used in data analysis. The results of the correlation analysis revealed that all three independent variables, knowledge, skills and attitudes, have a positive relationship between career successes. Therefore, it is necessary to possess adequate knowledge regarding their profession, multi skills and favorable attitudes to succeed in their career. However, according to the regression analysis it is concluded that the skill is the only variable that significantly impacts on the career success of the accounting graduates. Therefore, it is concluded that only having theoretical knowledge and positive attitudes are not enough for a graduate to succeed in their career and to achieve their career goals but, improving the multi skills that are required by the present job market is so much essential. The results provide useful information for academics and administrators that would make changes to their curriculum and for the graduates to improve their knowledge, attitudes and skills. The list of factors investigated was not exhaustive, there are several other factors that may influence career success of accounting graduates. Thus, those factors should be investigated to validate these findings. It is recommended that the educators and academicians should shape and organize the accounting curriculum that would match with the changes in the job market and fit with the expectations of the employers to help the accounting graduates succeed in their career.

Keywords: *Attitudes, career success, knowledge, skills.*