

**A Comparison of Job Attribute Preferences
Across Business Majors**

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Abstract

This research examines the job attribute preferences of different business majors. Prior research, looking at students in all majors who have just completed a bachelor's degree, finds the nature of the work they will be doing, the opportunity for personal growth, and the opportunity for development in the job to be the highest ranking job attribute preferences of these graduates. Other studies find that the ranking of job attributes match the ranking of reasons to accept a job offer. Results of multiple studies do not find earnings or job security to be ranked highly. In this study the Manhardt (1972) twenty-five item job attribute questionnaire is used to survey business majors from three U.S. regional universities. The job attributes for each major are ranked and compared across majors. The results of this study are important to prospective employers who are competing for business graduates. Knowing the job preferences of differing business majors will help an employer retain new hires by decreasing job dissatisfaction and high turnover by better matching the new hire's preferences and expectations with the position's requirements and rewards.

Keywords: Job attributes, job preferences, business majors.