

FACTORS INFLUENCING UNDERGRADUATE INVOLVEMENT IN CAREER GUIDANCE AND COUNSELING SERVICES AT RAJARATA UNIVERSITY OF SRI LANKA.

H.M.D.C.M. Herath^{1,*} and Y.M.W.G.P.K. Udurawana²

^{1,2}*Department of Business Management, Faculty of Management Studies,
Rajarata University of Sri Lanka, Mihinthale, Sri Lanka*

*Corresponding author (Email:chamika.m620@gmail.com)

ABSTRACT

This explanatory study aimed to identify and address the factors influencing undergraduate involvement in career guidance and counseling services at Rajarata University of Sri Lanka. Guidance and counseling are among the educational services that support the efficacy of the educational system by guiding undergraduates through the learning process and helping them achieve their goals. This study specifically considers undergraduate involvement in career guidance and counseling at Rajarata University of Sri Lanka. According to a pilot study, undergraduate involvement in career guidance programs is lower than expected. A literature review guided the development of a conceptual model with five variables: personal, psychological, social, cultural, and institutional factors. This study facilitated the survey strategy through random sampling with a structured questionnaire and Google Forms, which was directed to a representative sample of 367 undergraduates of Rajarata University of Sri Lanka out of 8,752 undergraduates across all faculties of the university. SPSS software was utilized for data analysis, and all constructs were valid, reliable, and fit with the model. The regression analysis indicated that personal, cultural, and institutional factors significantly affected undergraduate involvement, explaining 76.2% of the variance, while social and psychological factors had an insignificant effect on undergraduate involvement. This study contributes to universities and educational policymakers by enabling them to monitor and support counselors for career guidance and counseling. Policies and practices are deeply embedded in local history and culture. In view of Sri Lanka's unique educational and social situation, researchers suggest that approximately 23.8% of the variance is determined by other crucial factors specific to the study.

Keywords: Career guidance, undergraduate involvement, counseling services, Rajarata University, educational factors