

The study is conducted to analyze and find out the main motivational factors which influence career selection decision of the students. Career selection is a very complex issue and is influenced by various factors such as personality traits, socializers', demographic, environmental and motivational factors etc. Motivational factors are the most important, being these are the expectations of the students which they want to achieve while adopting a particular career path. The study is helpful for career counseling and to facilitate the students to select the career path that suit their traits & capabilities and enable them to achieve their goals & objectives. A little mistake at this stage will destroy their future plans & happiness, will waste many years of expensive education and they will not be able to reach at their destination.

The study is based on primary data collected through questionnaire survey from the students, studying in the colleges & universities located in the vicinity of Rawalpindi & Islamabad, their parents and teachers. Twenty one motivational factors are selected and the responses are measured on Likert five (5) points scale: strongly agreed, agreed, indifference, disagreed, strongly disagreed.

The results indicate that 92.4% students have already selected their career paths and 60.0% students have selected their career path/ profession by themselves. Parents play important role in deciding the career path of the students and the career of 35.1% students have been / will be selected by their parents.