

A Preliminary Comparison of Student and Professional Motivations for Choosing Information Systems

Nita Brooks
nita.brooks@mtsu.edu

Melinda Korzaan
melinda.korzaan@mtsu.edu

Computer Information Systems
Middle Tennessee State University
Murfreesboro, TN 37128, USA

Wendy Ceccucci
wendy.ceccucci@quinnipiac.edu
Computer Information Systems
Hamden, CT 06518, USA

Abstract

Demand for qualified information systems professionals continues to rise. Additionally, over the past decade, enrollment in information systems-related educational programs has declined. In order to understand why and to better understand how to position information systems undergraduate programs to recruit and retain students, this study provides a preliminary examination of the motivations of undergraduate students in choosing information systems as their major. As part of the analysis, student motivations were directly compared to motivations of individuals currently in the profession. Results indicate that students are highly motivated by a general love of technology. Additional motivating factors included job security and gratifying work provided by the profession. These factors closely mirrored those of individuals in the profession, providing additional insight into opportunities for positioning IS programs and enhancing curriculum to highlight why students chose the major. Implications for future research, recruitment, and retention are provided.

Keywords: student motivation, IS undergraduate education, recruitment, retention