

A Study of Student Interest and Perception of the Financial Planning Profession over the 2009-2014 Academic Years

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July 2014

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ABSTRACT

We conduct an annual survey of students taking the Finance courses for the past 2009-2014 five academic years. Our results show that although more than 70% students have considered the profession at least to some extent, students who have seriously considered have declined over time, despite the increasing numbers of new hires in the area. Our regression models show that students with higher level of related experience and students who perceive employment opportunities to be better in the next two years are more likely to show not only interest but also increased interest. We also find that male students are less likely to change their mind regarding their decision to become a financial planner. These results suggest that academic programs need to communicate more to the students (perhaps especially female students) regarding the profession and the employment outlook and to facilitate more internship and/or externship opportunities for students.