Title: Factors Affecting Decision-Making in Pursuing the Master of Business Administration Degree in Accounting at University of the Thai Chamber of Commerce

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Abstract*

The objectives of the present research are as follows:

1) to study eight factors that affect one’s decision-making in pursuing the Master of Business Administration Degree in Accounting at University of the Thai Chamber of Commerce which are reputation of the University, curriculums, instructors, buildings, convenience in commuting, self-anticipation, influences of concerned parties, and career necessity;

2) to study levels of vital roles on factors affecting decision in studying for the M.B.A. Degree in Accounting at University of the Thai Chamber of Commerce; and

3) to contrast factors affecting decision-making in studying for the M.B.A. Degree in Accounting at University of the Thai Chamber of Commerce, categorized by gender, age, student status, profession, and monthly income.

A number of 270 questionnaires were distributed to the group sampling, and 250 completed ones were returned. Frequency, percentage, means, S.D., one sample t-test, two independent samples t-test, one-way analysis of variance: ANOVA, and least-significant different: LSD (in case there were differences) were employed for data analysis with the use of the SPSS for Window Package.

The outcomes of the research reveal that most students prioritize the factors of career necessity, reputation of the University, instructors, curriculums, self-anticipation, buildings, influences of concerned parties, and convenience in commuting, respectively. After contrasting the factors that affect decision-making in studying for the Master of Business Administration Degree in Accounting at University of the Thai Chamber of Commerce, it indicates that students whose gender, age, status, profession and monthly income differ prioritize factors affecting their decision in pursuing the M.B.A. Degree in Accounting at University of the Thai Chamber of Commerce differently and significantly at 0.05.

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