

## **An insight into recruiting quality academics from the perspective generation Y**

### **ABSTRACT**

Quality academics are crucial to enhance universities' visibility in attracting more international students to pursue their tertiary education. Consequently, this may drive the nation aspiration of becoming higher education hub in the region on the right track. Indirectly, the nation economic will prosper from the fees and other means of income generated from the growing numbers of international students. Thus, gaining insight into what make an individual interested in pursuing academic career will lead to the identification of the right determinants of supplying quality academics. A quantitative study was carried out involving 463 third year undergraduate students (Generation Y) in selected universities. Passion, supportive role model, and perceived workplace flexibility had been found to significantly predict the intention to pursue academic career based on social cognitive career theory. In addition, both career decision making to handle task of assessing personal and occupational features, and career decision making to handle task of gathering occupational information, had also been found to motivate further one's confidence in pursuing academic career. However, when regressed together only passion was found to be significantly predicting intention to pursue academic career. Meanwhile, career decision-making self-efficacy of assessing personal and occupational features and career decision-making self-efficacy of gathering occupational information were well reported to partially mediate the relationship between passion and intention to pursue academic career. Results indicated that passion needs to be continuously nurtured once the academics were recruited.