Identifying Influential Factors of University Major Selection and Designing a Criteria Set To Help High School Students Self-Assess Their Major Choices

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Recently, thousands of universities have been established worldwide. Many working-class individuals have saved much money to invest in their children's higher education, hoping they will become successful and have happy lives. However, the surge in bachelor’s degree graduates has put pressure on economies. Many recent graduates face unemployment, hindering economic growth globally. In regions like South Asia, Southeast Asia, North Africa and the Middle East, over 20% of individuals under 30 with a bachelor degree remain unemployed. They even face a higher risk of unemployment compared to those with only basic education. In China, youth unemployment rate is around 15%. Regarding the OECD, in 2020 the average dropout rate among member countries was about 32%, the US, Spain around 30%; Brazil, Colombia, Italy up to 50%. In Vietnam, 10-12% of students drop out or switch majors after two years; some colleges even up to 30%. Many reasons explain for college graduates’ unemployment, one key factor is the choice of university and major. Many students drop out due to financial, academic struggles, or choosing unsuitable career. Selecting the right major is vital as it affects academic performance, career paths and the future life. A mismatch between a chosen major and future job chances can lead to wasted resources, time, money and hinder sustainable national growth So, how can students choose a major that suits their passion? How can they find the right university? Will their chosen major provide stable job opportunities and career growth? To answer these questions, our research aims to provide deeper insights into the factors influencing university major selection and design a questionnaire to assist high school students in choosing their suitable major and career path.

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