A Study on the Relationship between Professional Values and Corporate Culture Preference

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Abstract-**A total of 300 undergraduates from Hubei Institute of Engineering were investigated to study the relationship between university student professional values and corporate culture preferences. Results find that there were significant differences in gender and major between college students' business culture. At the same time, there were significant differences in the occupational values among the sexes of the college students. The only one child and the family background, it concludes that there is a significant positive correlation between college students' professional values and corporate culture preference. Professional values have a certain predictive effect on corporate culture preferences, in which prestige status factors and health factors can better explain corporate culture preferences.**

Keywords: University Students; Corporate Culture Preferences; Professional Values

I. INTRODUCTION

In the real society, each employee must strictly abide by the rules and regulations of the enterprise, but also to adapt to their own enterprise culture, otherwise will be eliminated in the process of enterprise development, so selecting what type enterprise culture become unavoidable problems of university students' employment. Therefore, whether the college students' values and enterprise values fit, determines the success or failure of the company in the development, analysis to explore the professional values, the relationship between corporate culture and training students for the school career guidance and enterprises to provide a certain amount of empirical basis.

In the study of corporate culture types, Wallach (1983) classified corporate culture into supportive, innovative, efficient, and bureaucratic types in the corporate climate and work environment [1]. Lu Meiyue(2006) studied some companies in Jiangsu, Shanghai, and Taiwan, indicating that Taiwanese companies are dominated by bureaucratic culture, and mainland companies are dominated by efficient culture[2].Early studies of professional values originated abroad. Super (1980)'s professional values are the intrinsic needs reflected by the personal characteristics of individuals when they engage in activities [3]. Zong Ruixue (2007) research shows that the professional and family background of college students has significant differences in the health care, prestige and development factors of professional values [4]. Lu Haijuan (2014) believes that college students pay more attention to career prospects, achievement, morality, and interest and personality when choosing a career [5]. Zhou Feng (2015)

put forward that the need for stability is the most concern for college students on career evaluation, followed by development needs, family needs, and respect needs [6].

II. RESEARCH DESIGN

A. Research Tools

The Corporate Culture Preference Questionnaire was developed based on the Quinn and Cameron corporate culture "competitive values" model (CVF). The scale was rated according to the Likert five-point scale. The scale includes a total of 23 projects and is divided into four dimensions: religious (8 projects), active (5 projects), hierarchical (4 projects), and market (6 projects). Cronbach's α coefficient is between 0.778 and 0.922. The Cronbach's α coefficient of the questionnaire is 0.824, which indicates that the internal consistency reliability of each dimension is high. The Work Values Questionnaire was compiled by Ling Wenxuan according to China's national conditions, and it passed the reliability validity test too.

B. Research Object

A random sampling method was used to collect the fourth grade students of several colleges. A total of 300 questionnaires were distributed and 284 questionnaires were returned. The questionnaires were 96% efficient. See Table 1 for details.

TABLE 1 TABLE OF DEMOGRAPHIC VARIABLES FOR EFFECTIVE SAMPLES (N=284)

Variable	Item	number	Percentage
Gender	Male	104	36.62
	Female	180	63.38
Only one child	yes	130	45.77
	no	154	54.23
Family background	Town	152	53.52
	Rural	132	46.48
Professional attributes	Humanities	164	57.75
	Science and engineering	120	42.25

C. Research Hypothesis

Hypothesis 1: There are significant differences in professional values and corporate culture preferences among college students with different genders, professional attributes, and only one child and family background.

Hypothesis 2: There is a significant correlation between professional values and corporate culture preferences

Hypothesis 3: Professional values have a significant predictive effect on corporate cultural preferences.

III. RESEARCH RESULTS

A. The Status of College Student Corporate Culture Preference

1) The overall status of university student corporate culture preference

According to the measurement results of college students' corporate culture preference scale, the status of university graduates' corporate culture preference is shown in Table 2. From the results, we can see that the overall average value of college graduates on the enterprise culture preference questionnaire is 3.99, which of the vitality type and the market type are below the median value of 3.99 points, and the scores of other dimensions are all above 3.99 points, indicating that university graduates are more like religion, and the hierarchy of enterprise culture, and they don't like market and vitality.

TABLE 2 BASIC DESCRIPTIVE STATISTICS OF FOUR CORPORATE CULTURE TYPES

Corporate Culture Preference	Mean	Average	Value Standard Deviation
Religious	32.08	4.01	4.86
Vitality	19.75	3.95	3.95
Market	23.10	3.85	4.03
Hierarchy	17.34	4.33	2.67
Total score	91.79	3.99	12.48

2) Analysis of demographic differences in university students' corporate culture preference

According to the results of independent sample t-test analysis (Table 3 below), female college students had higher scores in religious corporate culture than male college students, indicating that female college students preferred religious corporate culture (t=-2.310*, p<0.05). .

TABLE 3 GENDER DIFFERENCES IN COLLEGE STUDENTS' CORPORATE CULTURE PREFERENCE TYPES (M±SD)

Corporate Culture	Male (n=104)	Female (n=180)	T
Religious	31.09±6.35	32.65±3.65	-2.310*
Vitality	19.38±4.78	19.97±3.38	-1.872
Market	22.44±5.08	23.48±3.23	-1.585
Hierarchical	16.97±3.33	17.55±2.20	-1.094

Note: ***p<0.001, **p<0.01, *p<0.05, the same below

From the analysis results (as shown in Table 4 below), college graduates of different majors have no significant differences in market, vitality, and hierarchical corporate culture preferences, and they are more significant in religious differences (t=-2.281*,p). <0.05), science and engineering students prefer religious culture to humanistic students.

TABLE 4 DIFFERENCES IN PROFESSIONAL ATTRIBUTES OF COLLEGE STUDENTS' CORPORATE CULTURE PREFERENCE (M±SD)

Corporate Culture Type	Humanities	Science and engineering	T
Religious	31.54±5.29	32.82±4.12	-2.281*
Vitality	19.47±4.03	20.14±3.82	-1.431
Market	22.92±4.32	23.34±3.60	-0.894
Hierarchical	17.25±2.94	17.46±2.27	-0.673

According to an independent sample t-test, the results were obtained (Table 5 below). Whether there is a difference in the type of corporate culture between different children is not significant.

TABLE 5 DIFFERENCE ANALYSES OF ONLY CHILD AND NON-ONLY CHILD (M±SD)

Corporate Culture Type	Only one Child	Non-only child	T
Religious	31.94±5.40	32.19±4.37	-0.421
Vitality	19.40±4.19	20.05±3.73	-1.344
Market	23.26±4.41	22.96±3.69	0.616
Hierarchical	17.12±2.97	17.52±2.39	-1.222

According to the results of an independent sample t-test analysis (see Table 6 below), from the overall results, university graduates from different family backgrounds did not differ significantly in the type of corporate culture preference.

TABLE 6 DIFFERENCE ANALYSES OF DIFFERENT FAMILY BACKGROUNDS (M±SD)

Corporate Culture Type	Town	Rural	T
Religious	31.71±5.61	32.51±3.81	-1.416
Vitality	19.51±4.23	20.03±3.60	-1.113
Market	22.91±4.71	23.31±3.07	-0.85
Hierarchical	17.09±2.94	17.63±2.32	-1.74

B. The Status of College Students' Professional Values

1) Status of college students' professional values

Through analysis of the data on professional values, we can draw the conclusion (Table 7 below) that the college students have higher scores in the factors of health care and self-development, indicating that college students pay more attention to their own stability and development prospects, and do not attach importance to social prestige.

TABLE 7 STATISTICS OF FACTORS IN PROFESSIONAL VALUES

Professional Value Factor	Means	Averages	Standard Deviation
Health Factors	28.04	4.01	4.46
Self-development factors	24.40	4.07	3.56
Prestige factors	32.81	3.65	5.75
Total score	85.25	3.87	11.90

2) Analysis of demographic differences in college students' career values

It can be seen from the results (see Table 8 below) that the health factors and self-development factors of female college students are significantly higher than those of male students, which shows that there are significant differences between male and female college students in terms of personal care and self development factors (t=-3.481***, t. =-3.807***, p<0.001).

TABLE 8 GENDER DIFFERENCES IN COLLEGE STUDENTS' PROFESSIONAL VALUES (M±SD)

Professional Value Factor	Male (n=104)	Female (n=180)	T
Health Factors	26.69±5.71	28.82±3.31	-3.481***
Self-development factors	23.21±4.65	25.09±2.52	-3.807***
Prestige factors	32.13±7.14	33.20±4.74	-1.358

It can be seen from the results display (as shown in Table 9 below) that there is no significant difference in the professionalism of college students' career price.

TABLE 9 PROFESSIONAL DIFFERENCES IN PROFESSIONAL VALUES OF COLLEGE STUDENTS (M±SD)

Professional Value Factors	Humanities	Science and Engineering	T
Health Factors	27.81±4.80	28.36±3.94	-1.054
Self-development factors	24.44±3.75	24.35±3.31	0.212
Prestige factors	32.68±6.10	32.98±5.25	-0.445

It can be seen from the results (as shown in Table 10 below) that college students who are not-only child score significantly higher on the self-development factors than only child, indicating whether there is a significant difference in the self-development factors of the only child (t=-2.320*,p <0.05).

TABLE 10 WHETHER THE COLLEGE STUDENTS' OCCUPATIONAL VALUES ARE THE ONLY CHILD DIFFERENCE (M±SD)

Professional Value Factor	Only Child	Non-only child	t
Health Factors	27.64±5.32	28.38±3.55	-1.36
Self-development factors	23.86±3.94	24.86±3.15	-2.320*
Prestige factors	33.48±6.14	32.25±5.35	1.783

It can be seen from the result (Table 11 below) that students whose family background is rural college hygiene factors and self development factor score are significantly higher than the town of college students, that family background on the hygiene factors and self development factors exist significant differences (t=- 2.494*, p<0.05; t=-3.094**, p<0.01).

TABLE 11 DIFFERENCES IN FAMILY BACKGROUND OF COLLEGE STUDENTS' OCCUPATIONAL VALUES (M±SD)

Professional Value Factors	Town	Rural	t
Health Factors	25.41±2.72	28.72±3.07	-2.494*
Self-development factors	22.76±2.97	25.08±3.09	-3.094**
Prestige factors	33.19±3.98	32.49±4.70	0.887

C. Regression Analysis of College Students' Corporate Culture Preference and Professional Values

Taking the three dimensions of professional values as independent variables, the total corporate culture preference is divided into dependent variables, and stepwise regression analysis is conducted to determine the predictability of each variable on corporate cultural preference types. From the results in the table 13, it can be seen that the influence of factor prestige status on corporate culture preference is significant, and the standard regression coefficient is β=0.297, which explains the corporate culture preference of 11.9%. When accessing health factors enter the regression equation, the interpretation of the type of corporate culture preference increased from 11.9% to 50.1%, and its standard regression coefficient was 0.404.

TABLE 12 REGRESSION ANALYSIS OF THE OVERALL SCORE OF COLLEGE STUDENTS' CORPORATE CULTURE IN EACH DIMENSION OF PROFESSIONAL VALUES

The dependent variable selects	the variable order	β	R2	T
Total Corporate Culture Type	Prestige factor	0.297	0.119	7.109***
	Health Factor	0.404	0.501	7.762***

Note: β represents the standard regression coefficient and R2 represents the determination coefficient.

IV. CONCLUSIONS

A. Analysis of the Status of College Students' Corporate Culture Preference

This study shows that in college students, the preference for religious and hierarchical types is higher, and the preference-active and market-type are lower. University graduates are short of social experience when they enter the community. Many people will match their corporate culture with their own living impressions. University graduates tend to choose relatively relaxing types of enterprises,

The study finds that there is a significant gender difference in the cultural preferences of college students. The results of the study show that female college students are more inclined to religious corporate culture than male college students. In terms of male and female students' own personality characteristics, male students are more aggressive and more ambitious, with a focus on career development. Compared with girls, girls are more inclined to a more stable working environment and harmonious working relationships.

B. Analysis of College Students' Occupational Values

According to the overall situation of the data, compared with prestige factors, college students pay more attention to health care factors and self-development factors, which is consistent with the research of Huang Fen(2010)[7]. Most university graduates are in a confused stage when choosing a job. They value their own relevant and future development. Compared with prestige status, prestige status is only considered after meeting basic needs, so the prestige factor's score is lower.

There are significant gender differences in the professional values of college students, and the scores of health factors and self-development factors of female college students are significantly higher than those of boys. This is consistent with the research findings of Liu Mingce (2011)[8]. In terms of the personality characteristics of boys and girls, girls are more likely to find a stable career. In the face of professional development and the formation of future families, they will also consider more factors, such as whether the work is stable, housing, transportation and promotion.

C. Research on the Relationship between College Students' Corporate Culture Preference and Professional Values

This study finds that there are significant positive correlations between the three factors of professional values and corporate cultural preferences. It shows that the

professional values of college students largely determine their choice of corporate culture types.

This may be because parents or teachers' education and each student have established his own professional values, which are limited to books and lectures. There is no real feeling about corporate culture to determine and dictate the choice of corporate culture. However, as individuals become more adaptive and ready for career choice, the greater the autonomy of individuals, reminds them to constantly revise their own professional values so that they can adapt more to businesses and society. Through regression analysis, it is found that reputation status and health factors have a good predictive effect on corporate culture types.

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