

# Study on Motivation for Opting Accounting as a Promising Career Ahead

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**Abstract:** *Multiple studies have been undertaken on individuals' attitudes towards entrepreneurship, with some suggesting that these attitudes are influenced by their previous understanding of the subject. This study investigates the elements that influence students' attitudes towards entrepreneurship in India, specifically concentrating on the level of awareness among students, the subject matter or scope of entrepreneurship, and its impact on individuals and society. The data for this research was primarily gathered using survey methods, specifically through the distribution of questionnaires to students studying in different colleges and universities in India. The replies obtained were then meticulously evaluated. The study revealed that the students had a level of consciousness regarding entrepreneurship, and there are multiple demographic characteristics that influence their attitude towards it. In this study, we have examined the several elements that influence students' attitudes towards entrepreneurship, including awareness, gender, entrepreneurship education, personal family and peer influence, financial insecurity, risk-taking capacity, and the level of a country's growth. They also recognize that entrepreneurship has a beneficial impact on both individuals and society. A drawback of this approach was its exclusive emphasis on students in India, limiting the generalizability of their comments and recommendations. The learners have moreover offered numerous recommendations concerning this investigation.*

**Keywords:** Accounting, Professional Accounting, Factors Influencing Students' Attitude