

# Study on Motivation for Considering Accounting as a Promising Career Aspiration

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**Abstract:** *There are various studies conducted on the topic of people's attitude towards entrepreneurship and some do believe that they are based on the knowledge which they had about entrepreneurship in the past. This study helps to find about the various factors affecting the attitude of students towards entrepreneurship in India by focusing on its awareness among the students, its subject matter or scope, and its impact on the individual and the society. The information/data of this research was collected mainly through survey methods done through questionnaires which were distributed to students in India studying in various colleges and universities and its responses were thoroughly analyzed. The study showed that the students have awareness of entrepreneurship among them and there are various demographic factors affecting their attitude towards it. Here,, in this we have tried to study the various factors affecting students' attitude towards entrepreneurship like awareness, gender, entrepreneurship education, personal family & peer influence, financial insecurity, risk taking capacity and also the level of countries development too. They also perceive that there is a positive effect of entrepreneurship to an individual and to society. The limitation of this was that it was mainly focused on students in India where their responses and recommendations can be generalized widely. The students have also provided many suggestions regarding this study.*

**Keywords:** Accounting, Professional Accounting Factors Affecting Students Attitude.

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