



ABSTRACT

ROMERO, R.C. L., Motivations and Barriers of Students in Pursuit of an MBA Degree: Evidence from Selected Graduate Schools in Cavite. Master in Business Administration, De La Salle University-Dasmariñas, Cavite, February 2012. Adviser: Dr. Alice T. Valerio.

The purpose of this research was to determine the motivations and barriers of respondents in finishing an MBA degree; their characteristics; the relationship between motivations and barriers and selected demographic factors; their level of motivations and barriers in terms of characteristics; and the effects of demographics, motivating factors, and barrier factors on the decision of the students to finish their MBA degree.

Most of the respondents were not enrolled in the MBA program, with an average age of 35.07 years. Majority of the respondents were male (51.1%) and married (64.9%). The respondents were highly motivated on personal motivation, mainly for career enhancement motivation. For the barriers, the results showed that the identified barrier factors showed less effect on MBA students, but the commitment concern barrier ranked the highest.

All demographic factors are related to the motivations and barrier factors, except for the number of children. The level of motivation of students is related to the demographic factors except for gender and number of children of married MBA students. The level of barrier of students is related to all the demographic factors.



Using logit regression, the factors that significantly affect the decision of the students in finishing an MBA degree are marital status, number of children, personal development motivation, financial resources barrier, commitment concern barrier, preparedness barrier, and school-related barriers. Furthermore, it was found that there is significant difference in the motivations of MBA students when grouped in terms of MBA status, marital status, age when first enrolled, and length of work experience. Moreover, there is a significant difference in the barriers of MBA students when all demographic factors are considered.

In order to address the barriers identified in finishing an MBA program, graduate school should focus their efforts on demonstrating how MBA can change the life of students, and that a graduate business degree can enhance the opportunities for career outside the corporate world. Graduate school should take into consideration to conduct a regular review of tuition fee, in order to address the financial resources barrier. Graduate school can extend the marketing of MBA program to private and public firms, as part of marketing and promotional strategies. School policies and professor's performance evaluation must be evaluated regularly by management and students as well.