

A Study on the Perception of Working Mother on Her Child's Career Aspirations

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Abstract: The study was conducted in order to examine the perception of working mother on her child's career aspirations in the state of Andhra Pradesh. The researchers have distributed questionnaire and used statistical tools like that of descriptive analysis, ANOVA, Independent Sample T-test. From the study, it is found that mothers' occupation is showing more influence on child's career aspiration

INTRODUCTION

Human resource is the most critical factor for determining the efficiency and effectiveness of an organization operation. The success and survival of an organization will invariably be determined by the quality and competence of its human resources.

The working hours and schedule of the job are the most crucial part of those workforces which comprises of both genders that are female and male. According to the World population review 2018, India's illiteracy rate is 65% for women. Similarly the bank accounts owned and used by women showed improvement in the last decade that is 65 percent of women holds bank account (Soutik Biswas, 2018).

The present study focuses on the influence of working mother on her child's career aspirations. This study focuses on if Work life balance of mother plays a major role in influencing her child in choosing their career option or not. Work and family are the two important factors the mother should balance in order to live a balanced life.

Working mothers, as a label, refers to women who are mothers and who work outside the home for income in addition to the work they perform at home in raising their children.

As of the early 2000s, more mothers in the United States are working than ever before. In the mid-1990s, 58 percent of mothers with children under the age of six, and nearly 75 percent of those with children between the ages of six and 18 were part of the paid labour force. The number of single mothers with full-time year-round jobs increased from 39 percent in 1996 to 49 percent in 2002. A growing percentage of married women living with their husbands work as well: 40 percent worked full time in 1992, compared with 16 percent in 1970. The rapid influx of women into the labour force that began in the 1970s was marked by the confidence of many women in their ability to successfully pursue a career while meeting the needs of their children. Throughout the 1970s and 1980s the dominant ideal of the working mother was the "Supermom."

Work life balance is a method which helps employees of an organization to balance their personal and professional lives. Work life balance encourages employees to divide their time on the basis on priorities and maintain a balance by devoting time to family, health, vacations etc., along with making a career, business travel etc. It is an important concept in the world of business as it helps to motivate the employees and increases their loyalty towards the company.

Working and making a career can be an extremely time consuming for any employee especially when they have to work on weekends including the weekdays. This gives them very little time to interact with their family. Because of such time commitment of work, often family members get neglected. Also, stressful jobs cause the health of employees to deteriorate. This is where work life balance comes into the picture. Work life balance concept allows an employee to maintain a balance in the time he or she gives to work as well as to personal life.

Statement of the Problem:

Employees are the backbone of any organization. The workforce in the organization consists of both male and female. The greater advancement of women's career and economic freedom enjoyed in the recent decade in India has peaked the researcher's interest to study if it will be having impact in further shaping girl child's career aspirations.

Thus, the study was mainly undertaken in order to know in particular, how the working mother is influencing her child's career aspirations. Past research studies are focused on the developed country. Moreover there are studies on parent's career and in particular how a father's career option is influencing their child's career aspirations. There are still very few studies with regard to working mother's influence on her child's career aspirations and even lesser studies were found from an Indian perspective. Therefore the researcher felt the need to examine and add on with the contemporary study in order to fill in the gap on the chosen research topic.

1.6 Objectives of the study:

- To analyse the association between mother's occupation and Childs career aspiration.
- To examine the impact of child's career aspirations on the perception of the mothers occupation.
- To understand the relationship between gender and its impact on the perception of mother's occupation on child's career aspirations.
- To give suggestion or recommendations on the findings.

This study follows a process through introduction, review of literature, methodology, data analysis and interpretation, findings, suggestions, conclusion

REVIEW OF LITERATURE

This study mainly focuses on influence of working mother on her child career aspirations. Parents play a significant role in child career development (Hartung, 2005; Watson&McMahon, 2005). Compared with people of Western cultures, Chinese people attract greater value to family (Fung, 2006). Recently, it is found that Chinese parents are more authoritarian than their western counterparts and that they expect their children to be obedient to them (Chuang & Gielen, 2009). Child career aspirations are merely temporary fantasies (Ginberg, 1952).

Both boys and girls aspire to careers of their fathers (Holland, 1962) and the dominant role of the father in the early career selection has become accepted. More recent investigations have shown that the mother's role may influence child in some occupational clusters (Dewinne, Overton, & Schneider, 1978, Grandy & Stahman, 1974, Hazanovitz - Jordan, 1982). All these researches are carried in developed countries like China, Holland etc., Now the research is carried in developing country like India.

Work life balance of mother is also taken into consideration in predicting whether it plays a role in determining child career or not. The work life balance has been conceptualised as an individual's orientation across different life roles, an inter role phenomenon (Marks & MacDermid, 1996). Work – family interface has been dominated by a conflict perspective focusing on negative effects such as stress (Hass, 1999). The role of social support has consistently emerged in literature as an important factor that influences work-family balance in positive manner. The role of work place support, i.e., the support received from the supervisors and co-workers is another crucial element in work-life balance (Voydanoff, 2002). Flexible work arrangements allow individuals in achieving a health work and family balance (Galinsky, Bond, & Friedman, 1993)

Career planning:

Career planning is the process by which one selects career goals and the path to achieve these goals. Career planning plays an important role for future development of child towards their career. This career planning involves setting of their career aspirations like Teacher, Doctor, Engineer, professional, entrepreneur etc.,

Child Career Aspirations:

Child career aspirations come out in two stages i.e., during childhood and adult attainment. During child hood the career aspirations come out of the fantasies. During the adult age they come to know about the current occupations like arts, sciences and helping profession from their parents. Studies have shown that children did not intentionally reach parents about their careers but that they themselves, out of curiosity, asked their parents about the information. Children come to know about their careers in daily life and they come to know further by questioning their parents about the current occupations and take the self-decision. Compared with the fathers, the mothers responded more to the children's questions about careers because fathers are staying away to their home for job purpose and they have less interaction with their children. Ashton and Nancy concluded from their results that strong concordance rates were found for children

holding Realistic (82%), Investigate (79%), Social (71%) and Artistic (64%) aspirations, with lower concordance rates for those holding Conventional (47%) and Enterprising (38%).

Parents Occupations:

Parent's occupation plays a predominant role on child career selection, because child career aspirations are influenced by parent's occupation. Many of the studies are carried in developed countries like China, Holland, Beijing...where both father and mother are working. In the past, children of both sexes have chosen their father's career because their jobs are more interesting or of higher status than the mother's occupations. But now over past few decades women's job have become more interesting and prestigious, and therefore now mother's occupation is more desirable by children than their father's. Not only for this reason, but also another reason behind child interest towards mother's occupation is that the child is visiting the mother's workplace three times more than the father's work place.

Encouraging Independent Career Decision Making:

Parents reported that they did not have any definite career plans for their children, who they understood were still developing, and that they did not know what would suit their children. In the future, all parents hoped their children would choose and engage in a career they liked. They considered that it was not right to impose their expectations on their children because children had a sense that they could make their own career decisions.

Work-family Balance:

Work and family are two important domains in a person's life. As the women take on the role of working professionals in addition to their traditional role of the homemakers, they are under great pressure to balance their work and personal lives. In transition society like India, where the traditional roles of women as homemakers and caretakers are deeply entrenched, the work-family balance becomes a challenge for women and their employers. Numerous studies have demonstrated that personal social support is positively associated with the work-family balance. Work-family balance mainly comes from the husband support which includes emotional support and instrumental support. The support received from the supervisors and co-workers is another critical element of work-family balance.

Lisa and Ellen examined 23 women with 15 open ended questions to know strategies used by women to balance work and family and the result of this are women are opting in between. Some women worked part-time and some work full time with flexible timings and some worked from home as entrepreneurs.

Alyssa Croft, Toni Schmader, Katharina Block and Andrew Scott Baron investigated 326 Children to predict their aspirations. The outcomes are Children's explicit beliefs about gender differences in domestic labour were predicted by the same beliefs held by their mothers, as well as by their fathers' tendency to self-stereotype as more work oriented than family oriented. But for daughters, in particular, a tendency to self-stereotype as more family than work oriented in the future was uniquely predicted by their parents' beliefs and behaviours.

Reimara Valk and Vasanthi Srinivasan have examined the work life balance of professional women by conducting an exploratory study. A semi-structured interview protocol was used which covered the following topics: educational, work and family background, career development, expectations at work and experiences of success and failure, the relationship with their family, organisational and personal support, aspirations and dreams. The outcomes of the study are the immediate family plays a role in creating the values and meaning around work and life for the women in particular setting goals for education, relocating from village to city to get access to better education or fulfilling dreams of a mother who herself could not aspire to become a professional during her youth.

Georgeta Panisoara and Mihaela Serban used non-random convenience sampling on 132 respondents and applied frequencies and chi-square test to examine the marital influence on work life balance. The result is unmarried employees will no longer be afraid to start a marriage, especially in their early career. The married working couples will no longer avoid having children, thinking that such a decision will have a negative effect on their career.

Influence of Working Mother on Child Career Aspirations:

Studies have shown that parent's occupations are influencing child career aspirations. Jianwei, Mary and Mark Watson (2014) studies have shown that children's not aspiring to mother's career sometimes but considering mothers as their role models for pursuing educational degree (higher educational degree than their mother's) and balancing the work and family. Compared with mothers, the fathers did not serve as career role models. Children had a little access to their father's work and knew little about their father's careers, and because of this, they did not aspire to their fathers careers.

Ashton and Linda (1993) done secondary analysis on 271 students aged 6 to 17 years and concluded that children are three times more likely to have visited their mother's workplaces than their fathers. Hence mother's occupation and work family balance shows impact on child career aspiration.

Mickelson A. Roslyn and Velasco E. Anne (1998), have examined maternal influences on daughters' choices of occupations by using survey method on a sample of 1850 high school seniors from April, May and June 1997. It is found that there is little overall relationship between mothers' occupation and daughters' occupational aspirations and that the young women surveyed were very optimistic about their futures and most aspired to join for professional jobs.

The chosen MRP title and the articles studied are relevant as both the studies will be focusing on the career or occupation choices of adolescent girls and the influence of their mothers' occupations on their Career aspirations. The work life balance of the mother or parent will determine the career selection of their children. It also speaks about how the parents are balancing the work life and providing a quality time to family through which the child can have an idea of what career to choose.

Thus, the study was mainly undertaken in order to know in particular, how the working mother is influencing her child's career aspirations. Past research studies are focused on the developed country. Moreover there are studies on parent's career and in particular how a father's career option is influencing their child's career aspirations. There are still very few studies with regard to working mother's influence on her child's career aspirations and even lesser studies were found from an Indian perspective. Therefore the researcher felt the need to examine and add on with the contemporary study in order to fill in the gap on the chosen research topic.

RESEARCH METHODOLOGY

DESCRIPTIVE RESEARCH DESIGN:

The design for this study is descriptive research design. This design was chosen as it describes the characteristics of the Mothers Occupation as well as the view held by the respondents about their Mothers Occupations. The perception of the respondents about their Mothers occupation helped to study the influence of their Mothers occupation on their career aspiration.

SAMPLING TECHNIQUES:

The sampling technique adopted for this purpose of the study is convenience Sampling.

SAMPLE SIZE:

The sample size for pilot study was 30. The sample size for the main study is 160.

DATA COLLECTION:

The primary source of data is collected through questionnaire. The questionnaire was framed by the researcher and tested for reliability and validity of the data. Since the data is qualitative, questionnaire is used as a primary source of getting information. The questionnaire was distributed to respondents randomly and the data was collected.

SECONDARY SOURCE:

The secondary source of data is retrieved from Journals, Websites and Magazines.

Statistical tools used:

Statistical tools like Frequency analysis, Reliability, Normality, Chi-Square test, ANOVA, Independent sample t-test are used for computation of data using SPSS.

AREA OF THE STUDY:

To study the influence of working mother on child career aspirations, the questionnaire is distributed randomly to the students (of age 18-23) of KI University

RESEARCH QUESTIONS AND HYPOTHESIS:

The researcher will try to address the following research questions and they are:

Q1: Is there any relationship between mother's occupation and her child's career aspirations?

Q2: Is work life balance of women showing impact on her child's career selection?

Q3: what occupations are adopted by child from their parents?

Q4: what is the motivation behind child choosing higher career?

DATA ANALYSIS AND INTERPRETATION

The questionnaire is distributed randomly to the students (of age 15-25) of KL University. Out of the 160 questionnaires distributed, only 152 respondents have completely filled the questionnaire and received back. The data analysis is carried out using Frequency analysis, Reliability, Normality, Chi-Square test, ANOVA, Independent Sample T- Test.

Descriptive statistics:**Gender:**

Gender	Percent	Frequency
Male	39%	60
Female	61%	92
Total	100%	152

Source: computed from primary data

Interpretation: From the above graph, it is observed that 39 percent of the respondents are male and 61 percent of the respondents are female.

Age:

Age	Percent	Frequency
15-20	7%	11
21-25	93%	141
Total	100%	152

Source: computed from primary data

Interpretation: From the above graph it is observed that, 7 percent of the respondents are between 15-20 Years of age and 93 percent of the respondents are between 21-25 years.

Education

Education	Percent	Frequency
U.G	47%	71
P.G	53%	81
Total	100%	152

Source: computed from primary data

Interpretation: From the above graph, it is observed that 47 percent of the respondents are studying Under Graduation and 53 percent of the respondents are studying Post Graduation.

Mother's Occupation:

Mother's Occupation	Percent	Frequency
Homemaker	35.53%	54
Professional	33.55%	51
Entrepreneur	30.26%	46

Others	0.66%	1
Total	100%	152

Source: computed from primary data

Interpretation: From the above graph, it is observed that 35.53 percent of the respondent's mothers career are homemakers, 33.55 percent of them are Professionals (Doctor, Teacher) and the remaining 30.26 percent are entrepreneurs and a small portion of 0.66 percent of the respondent's mothers career are into other occupations (Nurses, Technicians).

Mother's Working Experience:

Mother's working experience	Percent	Frequency
0-5	41%	62
6-10	25%	38
11-15	20%	30
16-20	9%	14
21-25	5%	8
Total	100%	152

Source: computed from primary data

Interpretation: From the above graph, it is observed that 41 percent of the respondent's mother are having 0-5 years of work experience, 25 percent are having 6-10 years of work experience, 20 percent are having 11-15 years of work experience, 9 percent are having 16-20 years of work experience and remaining 5 percent of the respondents' mothers are having 21-25 years of work experience.

Child Career Aspiration:

Career aspiration	Percent	Frequency
Professional	42%	64
Arts	3%	5
Technical	29%	44
Others	26%	39
Total	100%	152

Source: computed from primary data

Interpretation: From the above graph, it is observed that 42 percent of the respondents are aspiring to become Professionals (Doctors, Teachers), only 3 percent of the children are aspiring to go for career in Arts, 29 percent of the respondents are aspiring to go for a Technical career(lab technicians) and finally 26 percent of the respondents are aspiring to go for others (Entrepreneurs)

Testing of Reliability:

Cronbach's Alpha	No of items
0.751	16

Interpretation: From the above table, it is observed that Cronbach's Alpha value is 0.751 (which is greater than 0.7). Hence the data is said to be reliable meaning the questionnaire is valid and can be used for further research analysis.

Normality Test:

Descriptive		Statistic	Std. Error
perception	Mean	59.2895	.58740
	95% Confidence Interval for Mean	Lower Bound	58.1289
		Upper Bound	60.4501
	5% Trimmed Mean	59.2120	
	Median	59.0000	

Variance	52.445	
Std. Deviation	7.24192	
Minimum	41.00	
Maximum	78.00	
Range	37.00	
Interquartile Range	8.75	
Skewness	.244	.197
Kurtosis	-.018	.391

Source: computed from primary data

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
perception	.078	152	.025	.986	152	.139

Interpretation: The significance value of Shapiro-Wilk test is 0.139, which is more than 5 percent thereby accepting Null hypothesis. The null hypothesis states that the data is normally distributed. Therefore, parametric test can be used for the main study on the data collected.

Objective1: To analyse the association between mother’s occupation and Childs career aspirations.

HYPOTHESIS TEST:

H0: There is no association between mother’s occupation and child’s career aspiration.

H1: There is association between mother’s occupation and child’s career aspiration.

Count

Mothers occupation		Aspiration				Total
		Professional	Arts	Technical	Others	
Mothers occupation	Home maker	27	1	17	9	54
	Professional	27	4	17	3	51
	Entrepreneur	9	0	10	27	46
	Others	1	0	0	0	1
Total		64	5	44	39	152

Source: computed from primary data

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	44.542 ^a	9	.000
Likelihood Ratio	45.388	9	.000
Linear-by-Linear Association	13.455	1	.000
N of Valid Cases	152		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .03.

Interpretation: From the above table, Pearson chi square value stands at 44.542 with p=0.00(<0.05). Hence we can confirm that there is a significant association between mother’s occupation and child’s career aspiration. Hence we can reject null hypothesis and accept alternative hypothesis.

Objective 2:To examine the impact of child’s career aspirations on the perception of the mother’s occupation.

ANOVA:

Hypothesis:

H0: There exists no difference between child’s career aspiration and perception of child on mother’s career.

H1: There exists a difference between child’s career aspiration and perception of child on mother’s career.

ANOVA					
PCA	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	87.037	3	29.012	3.188	.026
Within Groups	1346.798	148	9.100		
Total	1433.836	151			

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Interpretation: From the above table, it is observed that F value is 3.188(>3) and p value is 0.026(<0.05). Hence we can confirm that there exists a difference between child’s career aspiration and perception of child on mother’s career. Hence we can reject null hypothesis.

Hypothesis:

H0: There exists no difference between child’s career aspiration and perception of mother’s occupation.

H1: There exists a difference between child’s career aspiration and perception of mother’s occupation.

ANOVA					
PMO	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	53.381	3	17.794	4.991	.003
Within Groups	527.613	148	3.565		
Total	580.993	151			

Source: computed from primary data

Interpretation: From the above table, it is observed that F value is 4.991(>3) and p value is 0.003(<0.05). Hence we can confirm that there exists a difference between child’s career aspiration and perception of mother’s occupation. Hence we can reject null hypothesis.

Hypothesis:

H0: There exists no difference between child’s career aspiration and perception of socio economic factor’s impact on child career aspiration.

H1: There exists a difference between child’s career aspiration and perception of socio economic factor’s impact on child career aspiration.

ANOVA					
PSE	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	200.369	3	66.790	3.330	.021
Within Groups	2968.683	148	20.059		
Total	3169.053	151			

Source: computed from primary data

Interpretation: From the above table, it is observed that F value is 3.330(>3) and p value is 0.021(<0.05). Hence we can confirm that there exists a difference between child's career aspiration and perception of socio economic factor's impact on child career aspiration. Hence we can reject null hypothesis.

Findings: It is observed that there is a relationship between mother's occupation and child career aspirations.

Objective 3: To understand the relationship between gender and its impact on the perception of mother's occupation on child's career aspirations.

INDEPENDENT SAMPLE T-TEST:

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
PCA	Male	60	24.2500	3.31726	.42826
	Female	92	25.8478	2.75735	.28747

Source: computed from primary data

In the group statistics box, the mean for condition 1 (Gender:Male) is 24.2500. The mean for condition 2 (Gender:Female) is 25.8478. The standard deviation for condition 1 (Gender:Male) is 3.31726 and for condition 2 (Gender:Female), 2.75735. The number of participants in condition 1 (Gender:Male) is 60 and under condition 2 (Gender:Female) are 92. Since our group statistics box revealed that the mean for the condition 2 that is female was greater than the mean for the category male, we can conclude that female were greatly influenced by the mother's occupation on their career aspirations.

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
PCA	Equal variances assumed	2.554	.112	-3.220	150	.002	-1.59783	.49618	-2.57823	-.61742
	Equal variances not assumed			-3.098	109.708	.002	-1.59783	.51580	-2.62004	-.57561

Source: computed from primary data

From the above table it can be seen that the group mean is statistically insignificant as the value in under significant (2 tailed) is less than 5 percent. Since the significant value is less than 5 percent it means there is a statistically significant difference between the two conditions.

Group Statistics					
	Age	N	Mean	Std. Deviation	Std. Error Mean
PCA	15-20	11	26.3636	2.46060	.74190
	21-25	141	25.1277	3.11414	.26226

Source: computed from primary data

In the group statistics box, the mean for condition 1 (age 15-20) is 26.3636. The mean for condition 2 (age 21-25) is 25.1277. The standard deviation for condition 1 (age 15-20) is 2.46060 and for condition 2 (age 21-25), 3.11414. The number of participants in condition 1 (age 15-20) is 11 and under condition 2 (age 21-25) are 141. Since our group statistics box revealed that the mean for the age group between 15 to 20 years was greater than the mean for the age group of 21 to 25 years old, we can conclude that participants in the age group 15 to 20 were greatly influenced by the mother's occupation on their career aspirations.

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference		
Equal variances assumed	2.554	.112	-3.220	150	.002	-1.59783	.49618	-2.57823	-.61742
Equal variances not assumed			-3.098	109.708	.002	-1.59783	.51580	-2.62004	-.57561

Source: computed from primary data

From the above table it can be seen that the group mean is statistically insignificant as the value in under significant (2 tailed) is less than 5 percent. Since the significant value is less than 5 percent it means there is statistically significant difference between the two conditions.

Work Life Balance:

	Percent	Frequency
Strongly disagree	1%	1
Disagree	1%	2
Neutral	12%	18
Agree	41%	63
Strongly agree	45%	68
Total	100%	152

Source: computed from primary data

Interpretation: From the table, it is observed that 40% of respondents are agreed with the mother successfully combining work and family and 45% of respondents are strongly agreed with the mother successfully combining work and family. Hence we can conclude that respondents are observing mother successfully combining work and family while choosing their career.

FINDINGS:

- It is observed that 39 percent of the respondents are male and 61 percent of the respondents are female.
- It is found that majority of the respondents are between the age group 21-25.
- 35.53 percent of the respondent's mothers are homemakers, 33.55 percent of them are Professionals (Doctors, Teachers) and the remaining 30.26 percent are entrepreneurs and a small portion of 0.66 percent of the respondent's mothers career are into other occupations (nurses, technicians).
- 42 percent of the respondents are aspiring to become Professionals, only 3 percent of the children are aspiring to go for career in Arts, 29 percent of the respondents are aspiring to go for a Technical career and finally 26 percent of the respondents are aspiring to go for others (Entrepreneurs)
- It is observed that there is association between mother's occupation and child career aspirations because child career aspirations are influenced by mother's occupation.
- It is confirmed that there exists a difference between child's career aspiration and perception of child on mother's career, perception of mother's occupation on child career aspiration, perception of socio-economic factor's impact on child aspiration because they are considering Mother's occupation and social factors while choosing their career aspiration.
- It is observed that among the respondents females career aspirations are more influenced by their mother's occupation because they are considering the mother's as their role models.
- It is also observed that mother's occupation (professional and entrepreneurs) are showing more influence on child career aspiration.
- It is found that the respondents, while choosing their career aspiration they are considering the work life balance of their mother.

Suggestions:

- It is better to the mother to be working rather than a homemaker because the research had shown that child career aspiration is impacted by mother's occupation.
- The mother should motivate the child towards good career by giving their life examples.

CONCLUSION:

The present study provides new information with regard to the relationship between mother occupation and her child career aspiration. Apart from the theoretical implications, these findings have practical relevance regarding the influence of mother occupation on her child career aspiration. The respondent's (female) career aspirations are more influenced by their mother's occupation. The mothers occupation (professional, entrepreneurs) are showing more influence on child career aspiration.

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