

Comments: Attitude of Generation Y toward their career path

In this paper, the topic is very interesting and I hope to find the unique answer to the question since I am a part of generation Y. The author analysis is very descriptive and strong. The questionnaire is well-conducted. I like the way he does not only describe answers in overall but deep down into each faculty which is very useful for readers to understand what truly generation Y in each segment (faculties) really want in their career path. Also, he provides every possible factor that he sees significant in research. Furthermore, the application of economics theory seems to be reasonable with research objectives in which the author chooses utility maximization and human capital theory. Generation Y have chosen work careers toward their happiness, motivation that particular firms give to these people have to be related to their attitude and expectation which will lead to maximize satisfaction in the future.

However, I think the sample group authors have chosen (competitive universities) is what is going to make this research biased. This is because the top competitive university can represent only a minor group of generation Y especially in Bangkok. These groups of people tend to think in similar ways which might cause the results to be predictable but it is understandable why authors choose these universities as his sample. Also, as the author has mentioned in the recommendation part that these groups of sample are only a minor group of generation Y. It cannot represent all of Generation Y in the country which this could make research not accurate