



Comparison of Values among Students of Faculty of Management at University of Primorska

Špela Jesenek

Slovenia

spela.jesenek@gmail.com

Ana Arzenšek

University of Primorska, Faculty of management, Slovenia

ana.arzensek@fm-kp.si

Katarina Košmrlj

University of Primorska, Faculty of management, Slovenia

katarina.kosmrlj@fm-kp.si

Values are associated with different areas of our lives and can be considered as a kind of life mottos. They are relatively persistent beliefs about what is important, and what people usually seek in life (Musek 2005). Personal values are contingent upon the social desirable behaviour and practices and expectations of society.

In this study, we dealt with the study of values among students of management, as they are likely future holders of important economic functions so it is important to consider their dominant value orientations as they are involved in decision-making and behaviour.

The study dealt with the values of students of the Faculty of Management, University of Primorska (UP FM). We wanted to know what are the differences between the value orientations of students in all three study centers of the faculty (Celje, Koper and Škofja Loka), between undergraduate and graduate students as well as between the sexes. Musek's values scale (MLV, Musek 2000, 32-33) with 54 examples of values was applied. Participants assessed each value from 1 to 10, according to perceived importance of the values. The higher the value, the greater is the importance of the value in participant's life.

262 UP FM students participated in the study. First of all, individual values were sorted with respect to the arithmetic mean, from the largest to the smallest. On this basis, serial numbers were assigned to individual values. Using the t -test for dependent samples values were compared according to their arithmetic means. Values were compared with each other and ranked. Values in the same rank had statistically insignificant arithmetic means and therefore were not classified in different ranks. The first 14 values with highest ranks were regarded as the dominant values of UP FM students.

Comparison of values has shown that there are some statistical differences in the dominant values among females and males, among undergraduate and graduate students and among students of three study centers. For most students, the most important value is *health*. Undergraduate students valued *love, loyalty, fairness* and *friendship* higher than postgraduate students. In comparison to undergraduate students, postgraduate students put higher value on *honesty, safety & no threat* and *moral principles*. The biggest differences among study centers were in values of *perfecting oneself, friendship, morality* and *diligence*. Males valued following values higher than females: *freedom, fairness, perfecting oneself, friendship* and *diligence*. On the other hand, females valued higher *love* and *security & no threat*. Highly listed values in study sample such as *honesty, fairness, loyalty, moral principles* and *diligence* speak in favour of students' awareness of the importance of integrity and

ethics, which is a good starting point for their ethically responsible behaviour in their future professional life. At the end, the implications of the results for further research are being discussed.

Keywords: value systems, dominant values, Musek's value scale, university students, Faculty of Management