

**ACCOUNTING STUDENTS SEARCHING FOR JOBS:
WHAT IS IMPORTANT AND TO WHOM?**

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ABSTRACT

As the mix of accounting students continues to include increasing numbers of women and nontraditional students, it is important that differences in job search criteria across gender, age, and marital status be recognized. Data collected from 305 accounting students across seven Midwestern universities suggest that women and nontraditional students prioritize personal life issues above various career issues and have a preference for working in local CPA firms as opposed to Big 5 firms. Also, women assigned a significantly higher importance level to ethical environment in their job choice decision. Overall, students prefer employment in public accounting or at corporate headquarters and are specifically interested in working in financial reporting, auditing, forensic accounting, and consulting. The ongoing collection and effective use of this information by professors and recruiters should be encouraged in an effort to improve the job search mentoring process and to improve job fit for accounting graduates and their employers.