Research Paper

Construction and Standardization of Career Motivation Scale in Malayalam

Naila, P[1]*, Manikandan, K[2]

ABSTRACT

Every person in the workforce needs to be motivated by their career. Career motivation is the desire to work hard to accomplish one's professional goals. According to the investigators' initial enquiry, there is no appropriate instrument to measure career motivation for Malayalam knowing population. So, the present study aimed to develop an instrument to measure career motivation for Malayalam knowing people. For developing the instrument, data was collected from 152 working people from Kerala. The data were analyzed using t-test, factor analysis and exploratory factor analysis. A 15-item Career Motivation Scale in Malayalam has been developed as a result. Exploratory Factor Analysis (EFA) resulted in three factor solution and these factors were named as "Career identity" (factor 1), "Career insight" (factor 2), and "Career resilience" (factor 3). The instrument was found to be valid and reliable. The Cronbach Alpha was found to be 0.684 for the career identity dimension, 0.816 for the career insight dimension, 0.774 for the career resilience and overall reliability of the scale was found to be 0.83. Correlating scores in the Motivation at Work Scale (Gagne et al., 2010) was used to estimate the scale's external validity, which was found to be 0.74. The scale can be used to assess the working person's career motivation. It can be used as a research instrument for the purpose of doing research in career motivation as well as a training instrument for career development programs.

Keywords: *Career motivation, Exploratory factor analysis, Career identity, Career insight, Career resilience*

Motivation is frequently used to explain decisions and behaviours that cannot be explained only on the basis of ability. The direction, arousal, amplitude, and persistence of an individual's conduct are all factors in motivation (Campbell & Pritchard, 1976). Employees who are motivated are more likely to work hard and accomplish a good job. Employee's career motivation is critical for attracting, keeping, and increasing overall productivity in an organization. (Jain et al., 2019).

Work motivation and managerial motivation are included in the phrase career motivation, as well as motivation connected with a wide range of career decisions and actions. Searching for and accepting a job, deciding to stay with an organisation, changing one's career

[1]M.Phil Scholar, Department of Psychology, University of Calicut, Kerala, India
[2]Professor, Department of Psychology, University of Calicut, Kerala, India
*Corresponding Author

objectives, pursuing training and new employment experiences, and setting and attempting to achieve career goals are just a few examples. Individual qualities and associated career decisions and behaviours that indicate a person's job identity, insight into issues affecting his or her career, and tenacity in the face of poor career conditions are referred to as career motivation (London, 1983).

Career motivation, according to London (1983), consists of three unique characteristics: career identity, career insight, and career resilience. Self-confidence, a desire to succeed, a willingness to take risks, and the ability to work alone or collaboratively, depending on the situation, are all factors that contribute to career resilience. Employees with a high career resilience score are expected to work independently, adapt well to organisational changes, take initiative, and proactively seek to improve their work-related skills and knowledge. Career insight is the ability to be truthful about oneself and one's work without deception. Insight allows for accurate judgments and perceptions, which may subsequently be used to define and attain career goals (Maree, 2017). Employees with high career insight scores are more likely to explore potential career changes, obtain knowledge about career options, and develop realistic goals and action plans, resulting in a better understanding of personal strengths, weaknesses, interests, and job satisfaction (London & Bassman, 1989). A person's career identity is shaped by their task, job, organisational, and professional participation. For someone with a strong career identity, the desire for growth and achievement, recognition and accomplishment, and the urge to take on a leadership role are all driving motivations. Employees who score well on career identity are more committed to their occupations and organisations, and they have a strong desire for advancement and promotion (Meijers & Lengelle, 2012).

Many researchers have investigated various aspects related to career motivation like career adaptability, job satisfaction, managerial support, organizational commitment etc. According to Noe et al. (1990), individuals' views on the value of work and career, as well as their judgments of the availability of stimulating job qualities, were found to be significantly connected to all three dimensions of career motivation. There were also significant relationships found between managerial support, career stage, distance from career goal, and the match between individual and organizational career goals, as well as various dimensions of career motivation (Noe et al., 1990). Also, career motivation is positively related to career adaptability, the educational environment and optimism (Fang et al., 2018). Alnack et al. (2012) found that career motivation has a positive correlation with job satisfaction and organizational commitment. Supporting to this finding, Janu et al. (2019) found that sub-components of career motivation; career resilience, career insight and career identity were significantly and positively correlated with employees' job satisfaction. According to Najib and Aljanabi (2020), both career commitment and adaptability have direct effects on career motivation.

DEVELOPMENT AND PLANNING OF THE SCALE

When looking for an instrument to measure career motivation, there is no standardized psychological instrument accessible for Malayalam speaking people who are working in various organizations. The measuring instruments that are currently available were developed in a western culture and are not appropriate for use in Indian culture. The instruments that are available are in English, and they are quite old and long (e.g., Career Motivation Scale by Day & Allen (2004), Career Motivation Inventory by London (1993); Career Commitment Measure (CCM) by Carson & Bedeian (1994), etc.). People nowadays are reluctant to respond to research instruments that involve a large number of items. Also,

lengthy instruments can lead to respondents being careless and might generate practical issues in research because of concern about overburdening respondents. Cultural difference is another reason for constructing the new instrument. Between Eastern and Western cultures, there will be numerous variations in organisational culture, employee orientation, job culture, etc. Organizational structure and management reflect the diversity in national cultures (Chen, 2001; Cheng, 1995). Also, with diverse national cultures, there may be differences in the expectations, behaviour, and performance of employees (Redding, 1990). So, it is preferable to construct an instrument that is suitable for a certain culture. Also, as language is often used to express behaviour in various interactions, it will be beneficial to allow people to communicate their feelings and thoughts in their native tongues. Considering these, the investigators were forced to develop a new instrument to measure the career motivation of employees, which can be used in Indian culture.

Preparation of Items

The investigators decided to develop an instrument for measuring working people's career motivation with minimum number of items, after reviewing existing literature on career motivation. And it was decided to develop a multi-dimensional scale with a minimum number of items and 5 point Likert type anchors (Strongly Agree to Strongly Disagree). At first, 31 items were prepared in Malayalam. Then it was delivered to professionals in the field of psychology (Teaching faculties and senior researchers who are highly knowledgeable in psychometrics) as well as psychologists who serve as counsellors, educators, etc., to verify the construct. In response to their comments, some items were omitted, added, and even modified as such. The draft scale was given to language specialists to verify the construction, suitability, and clarity of each item as it in Malayalam. Then according to their suggestions and advice, items in the draft scale were reworded without changing the concept.

TRY OUT

The purpose of try out or preliminary administration of the test is manifold, according to Conrad (1951). The main purpose of the experimental try-out of any psychological and educational test is to find out the major weaknesses, omissions, ambiguities and inadequacies of the items, to determine the difficulty values of each item which, in turn, helps in selecting items for their even and proper distribution in the final form, to determine the validity of each individual item, to determine a reasonable time limit of the test, to determine the appropriate length of the test, to determine the intercorrelations of items so that overlapping can be avoided, to identify any weakness and vagueness in directions or instructions of the test as well as in the fore-exercises or sample questions of the test (Conrad, 1951).

So here, the draft scale was given to 20 working people from the University of Calicut to see how they would perceive, interpret and respond to each item, as well as any difficulties they might have in responding to the items in the scale. The majority of participants stated no difficulty in understanding the meaning of the statements, marking the responses, and so on.

METHODOLOGY

Participants

A total of 152 working people from Kerala participated in this study. Among them 77 (50.7%) were males and 75 (49.3%) were females. Among the total sample 14 (9.2%) were working in government organization, 120 (78.9%) were working in private organization and 18 (11.8%) were self- employed individuals.

Instruments

- **Career Motivation Scale (Draft):** The Career Motivation Scale (Draft) is a five-point scale comprising 31 items in Malayalam. The individuals' replies were measured/collected using a 5 point Likert type response category. The items in the scale were prepared in such a way that anyone who can read and write Malayalam can answer it. Each statement's responses were written on the right side. Participants will take less than 10 minutes to answer to the statements. Instructions were clearly stated at the top of the instrument.

- **Personal Data Sheet:** Personal Data Sheet was used to collect information such as sex, age, and the type of organization with which the individual is working.

Procedure

Due to the Covid-19 pandemic, direct data collection was not possible. As a result, technology has been adopted by the investigators. The instruments were uploaded to Google Forms, where they were modified, rectified, and finalized. The information was collected by simple random sampling procedure. Initially, the investigators gathered 250 e-mail addresses of eligible individuals. The investigators then randomly chose the e-mail addresses of the participants. Then, using email, 200 people were invited to take part in the study. The Google form, along with the consent form, was emailed to 152 participants who accepted the invitation, and they were requested to complete it as early as possible. After the 10th day, the investigators discontinued receiving the Google form. Some participants requested that Google form be sent via WhatsApp. As a result, the investigators have also emailed the Google form through WhatsApp for the convenience of participants. The data was transferred into a spread sheet for statistical analysis after the scoring was done according to the guidelines.

RESULTS AND DISCUSSION

The objective of the study was to develop and standardize a valid instrument to measure career motivation of working individuals. For selecting an item, establishing its psychometric features, and so on, the researcher used both traditional and modern methods.

Item Analysis

All of the participants' responses to each item were organized into a spreadsheet and loaded into statistical software. The investigators decided to calculate the corrected item-total correlation (Point Biserial Correlation), discriminating power, and factor loading of each item in the scale. The following was the criterion for including an item in the scale: An item will be included in the final scale if it has a corrected item-total correlation of 0.20 or above (Seema, n.d.), discriminating power 2.58 ('t' value) or above as specified by Edwards (1957), and item loading of .45 or above. The following table provide the details of the computations.

Table 1 Item statistics (Item total Correlation and Discriminating Power)

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Discriminating Power ('t' value)
Item1	117.83	127.186	.371	5.590
Item2	117.84	127.650	.334	5.259
Item3	118.46	126.480	.326	5.356
Item4	117.97	125.952	.442	6.458
Item5	117.56	126.234	.523	6.830
Item6	118.56	124.788	.349	5.816
Item7	118.23	125.934	.365	5.026

Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Discriminating Power ('t' value)
Item8	118.40	126.930	.306	4.628
Item9	118.49	123.387	.521	7.910
Item10	117.96	123.904	.450	6.536
Item11	117.64	125.690	.544	5.976
Item12	117.71	126.301	.443	6.683
Item13	117.55	127.519	.458	5.686
Item14	117.89	124.507	.540	6.703
Item15	117.76	125.630	.534	6.655
Item16	117.60	127.741	.466	6.318
Item17	117.70	129.347	.325	4.079
Item18	118.09	125.121	.474	6.538
Item19	117.84	128.731	.333	4.125
Item20	117.51	129.400	.363	4.710
Item21	117.94	128.706	.336	3.535
Item22	118.07	129.495	.250	3.541
Item23	117.87	126.923	.460	6.774
Item24	117.92	128.669	.334	3.891
Item25	117.62	125.913	.614	7.320
Item26	117.78	125.876	.452	5.424
Item27	118.17	124.699	.421	5.875
Item28	117.89	128.083	.340	4.658
Item29	117.38	129.495	.418	4.749
Item30	118.01	129.547	.226	3.162
Item31	117.94	127.219	.404	4.541

Table 1 demonstrates that there is significant discrimination between low and high scorers for each of the 31 items in the career motivation scale. The calculated 't' values were all greater than 2.58 (p = 0.01). All items have correlation values above 0.20, when the item-total correlations were examined. As was already mentioned, things that comply with the criteria won't be removed off the draft scale. For item selection, factor analysis was done on the 31 items by considering it as a uni-factor model. The details of the factor analysis are presented in table 2.

Table 2 Component Matrix of Career Motivation Scale

Items	Component	
	1	
Item25	.674	
Item14	.622	
Item15	.613	
Item11	.598	
Item5	.592	
Item9	.551	
Item16	.550	
Item13	.542	
Item12	.539	
Item26	.532	
Item23	.528	
Item18	.515	
Item27	.508	
Item4	.491	
Item29	.485	
Item10	.477	
Item20	.457	
Item31	.453	

Items	Component
	1
Item28	.412
Item1	.402
Item24	.400
Item19	**.395***
Item6	**.392***
Item17	**.390***
Item7	**.388***
Item2	**.384***
Item21	**.372***
Item3	**.336***
Item8	**.318***
Item22	**.304***
Item30	**.258***

From table 2, it can be seen that factor loading of items 2, 3, 6, 7, 8, 17, 19, 21, 22 and 30 are below 0.4, hence the items were deleted from the draft scale. The remaining 21 items were analysed for factor structure by principal component method and varimax rotation with Kaiser Normalization. The detailed results factor analysis are given in table 3.

Table 3 Exploratory factor analysis of career motivation

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.661	31.073	31.073	4.661	31.073	31.073	3.010	20.064	20.064
2	2.083	13.887	44.960	2.083	13.887	44.960	2.844	18.963	39.027
3	1.369	9.129	54.089	1.369	9.129	54.089	2.259	15.062	54.089
4	1.009	6.728	60.816						
5	.888	5.922	66.738						
6	.784	5.226	71.964						
7	.761	5.071	77.035						
8	.683	4.555	81.590						
9	.510	3.399	84.989						
10	.481	3.205	88.194						
11	.454	3.026	91.219						
12	.419	2.794	94.014						
13	.343	2.286	96.300						
14	.304	2.029	98.328						
15	.251	1.672	100.00						

Table 3 shows that there are three components with Eigen values greater than one. These 3 factors constitute a total variance of 54.089 (Factor1= 20.064, Factor 2=18.963 and factor

3=15.062). Table 4 shows the result of varimax rotation, which indicates that items are grouped in components (factors) either in factor one, factor two, or factor three. Items with a factor loading of.45 or more were eligible for selection under the predetermined criteria. Table 4 shows that, since items 18 and 20 do not correspond to any factor, those were eliminated from the draft scale. Items 5, 23, 24, 25, 26, 27, 28, 29 and 31 which belong to factor 1, have a factor loading 0.496, 0.532, 0.692, 0.763, 0.726, 0.712, 0.434, 0.577 and 0.517 respectively. So, these items belong to factor 1 has factor loading above 0.45. Items 12,13,14, 15 and 16 which belong to factor 2, have a factor loading of 0.735, 0.696, 0.732, 0.815 and 0.484 respectively. So, these items of factor 2 has factor loading above 0.45. Items 1, 4, 9, 10 and 11 which belong to factor 3 have a factor loading of 0.569, 0.704, 0.666, 0.456 and 0.564 respectively. These five items which belongs to factor 3 has also have a factor loading above 0.45. It was chosen to keep all 21 items on the scale because every item met the factor loading criterion (Field, 2005). To keep uniformity in number of items in each factor - that is five items-, the investigators had a discussion with the experts in the field and receiving their suggestions 5 items with higher factor loading were retained for the final scale in factor 1, and the selected items for factor 1are items numbers 24, 25, 26, 27 and 29 and the remaining 4 items that is items 5, 23, 28 and 31 were deleted from the draft scale.

Table 4 Rotated component matrix of Career Motivation Scale

Items	Component		
	1	2	3
Item25	**.763**	.194	.161
Item26	**.726**	-.072	.330
Item27	**.712**	.001	.257
Item24	**.692**	.035	-.062
Item29	**.577**	.261	-.064
Item23	**.532**	.199	.192
Item31	**.517**	.171	.074
Item5	**.496**	.096	.492
Item28	**.434**	.346	-.121
Item15	.047	**.815**	.202
Item12	.113	**.735**	.125
Item14	.121	**.732**	.256
Item13	.137	**.696**	.092
Item16	.299	**.484**	.170
Item18	.184	.395	.255
Item20	.354	.392	.055
Item4	.127	.117	**.704**
Item9	.207	.117	**.666**
Item1	-.040	.153	**.569**
Item11	.207	.324	**.564**
Item10	-.102	.433	**.456**

The meaning and nature of the items loaded under component one, two and three plainly demonstrated that they are measuring three dimensions of career motivation, which are named to as "career identity" (factor 1), "career insight" (factor 2) and "career resilience" (factor 3). Here the investigators considered components one, two and three as the first order factors and career motivation as the second order factor. The factor career identity is considered as the extent that one's work defines oneself. Career insight factor of career motivation is the ability to be realistic about one's career, with clear, achievable career goals and an understanding of one's skills and limits. Career resilience is the flexibility to changing conditions, especially when they are unpleasant or harmful.

Reordering of Items
There were 31 items in the draft scale, and the item numbers were used throughout the analytical process, including item analysis and factor analysis. The items in the identified model did not have a continuous serial number, so they were renumbered and arranged from one (1) to fifteen (15) based on the factor loading value of each factor. Table 5 shows the initial item number and the newly assigned serial number (final item number), as well as the mean, standard deviation, and variance for each item.

Table 5 Initial item number, Final item number and descriptive statistics of each item in the Career Motivation Scale

Initial Item Number	Final Item Number	Factor	N	Mean	S.D	Variance
1	1		152	3.99	.850	.722
4	2	Factor 1	152	3.88	.829	.688
9	3	Career	152	3.34	.921	.849
11	4	Identity	152	4.20	.712	.507
10	5		152	3.89	.997	.994
15	6		152	4.08	.724	.524
12	7	Factor 2	152	4.13	.795	.632
14	8	Career	152	3.95	.804	.646
13	9	Insight	152	4.29	.667	.445
16	10		152	4.24	.638	.407
26	11		152	4.07	.823	.677
25	12	Factor 3	152	4.22	.619	.383
24	13	Career	152	3.92	.742	.550
27	14	Resilience	152	3.65	.985	.970
29	15		152	4.46	.538	.290

Reliability & Validity
The Cronbach Alpha technique was used to measure the three dimensions' reliability and found to be 0.684 for the career identity dimension, 0.816 for career insight dimension and 0.774 for career resilience dimension. Also, a reliability of the whole scale was calculated and found to be 0.83. By comparing scores on the Motivation at Work Scale (Gagne et al., 2010), the scale's external validity was estimated and it was found to be .74.

Scoring
Career motivation is a three-dimensional scale that estimates working people's career motivation. It is a five-point Likert scale with response categories of Very Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), and Extremely Disagree (1). The scale's items are all positively written and scored from 5 to 1. The total of items 1 to 5 makes up the career identity score, items 6 to 10 make up the career insight score, and items 11 to 15 make up the career resilience score. One's career motivation is comprised of the total of the 15 items on the scale.

Norms
While analysing the test score of a particular variable assessed using a psychological scale, norms are used as a reference point. It's an important aspect of a standardized psychological test. Norms for the Career Motivation Scale were generated for the entire sample, as well as for males and females separately (Sex norm) and presented in table 6. It is clear from the table 6 that males and females are having more or less equal Career Motivation.

Table 6 Percentile norms for Male, Female, and Total Sample

Statistics	Male	Female	Total
N	75	77	152
Mean	58.69	61.78	60.26
Median	58.00	61.00	60.00
Mode	58	60	58
SD	6.420	6.091	6.424
Minimum	40	47	40
Maximum	75	74	75
Percentiles			
5	47.00	51.90	48.65
10	51.20	54.80	53.00
15	53.00	56.00	54.00
20	54.00	56.60	55.00
25	55.00	57.00	56.00
30	55.00	58.00	57.00
35	56.00	59.00	58.00
40	57.00	60.00	58.00
45	58.00	60.00	59.00
50	58.00	61.00	60.00
55	59.00	62.00	60.15
60	60.00	62.00	61.00
65	61.00	64.00	62.00
70	62.00	65.00	64.00
75	64.00	67.00	65.00
80	65.00	68.00	66.00
85	65.60	69.30	68.00
90	67.00	71.00	69.00
95	69.20	71.10	71.00

CONCLUSION

Psychologists are very specific and inventive in interpreting and anticipating human behaviour. The aim of the study was to develop and standardize a psychological instrument for measuring career motivation of employees who speak Malayalam. Career motivation is an important element to be possessed by every working people. The urge to put out effort in order to achieve one's job objectives is known as career motivation. The accessible instruments of career motivation are all in English and fairly lengthy and old, such as the Career Motivation Scale by Day & Allen (2004), the Career Motivation Inventory by London (1993), the Career Commitment Measure (CCM) by Carson & Bedeian (1994), etc. These days, people are hesitant to participate in studies that need a lot time. Moreover, lengthy instruments may cause respondents to be careless and may present practical problems in research due to worries about overburdening participants. Another motivation behind the development of a novel instrument is cultural diversity. There will be many differences in organisational culture, employee orientation, job culture, etc. between Eastern and Western cultures. The management and organisational structure reflect the diversity of country cultures (Chen, 2001; Cheng, 1995). Out of need, the investigators go for developing a new instrument after reviewing theories and previous research works on this area. Initially the researchers have planned to develop an instrument with minimum number of items. After item analysis process, a valid and reliable 15-item three-factor (component) scale was developed. The three factors derived after factor analysis was named as "Career identity" (factor 1), "Career insight" (factor 2) and "Career resilience" (factor 3). The scale can assess a working person's career motivation. It can be used as a research instrument for

the purpose of doing research in career motivation and also for training purposes in assessing one's career motivation.

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Conflict of Interest
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