

**GENDER DIFFERENCES IN HISPANIC BUSINESS STUDENT ATTITUDES TOWARD A TECHNOLOGY CAREER**

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**ABSTRACT**

The projected need for technology workers indicates the continuing growth of technology jobs. However, the supply of students majoring in computer related fields such as Management Information Systems (MIS) and Computer Science has fluctuated over the last decade, with a generally downward trend. As a result, researchers are becoming increasingly interested in identifying factors that lead students to select or reject technology majors. Factors such as self-efficacy, lack of knowledge, and unavailability of role models have been shown to influence student decisions to major in technology, as have identifying characteristics like ethnicity and gender. The effects of ethnic and gender bias are reflected in the underrepresentation of minorities and women in technology fields. This study looks at one of these underrepresented ethnic groups, Hispanics, and examines Hispanic student attitudes toward a career in MIS. We find that Hispanic students have generally favorable attitudes toward MIS educational and career goals, MIS courses and instructors, and the perceived social impact of an MIS career. In looking at gender differences the study finds that females tend to have a more favorable attitude toward MIS than males, especially in their perceptions of the social impact of an MIS career. While neither males nor females feel that an MIS career would negatively impact social or family life, females scores indicate a significantly lower level of concern than males in this regard.

Keywords: