

Factors Affecting the Choice of Higher Education in Logistics and Transport in Sri Lanka

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Moderate interest for transport and logistics related education at tertiary education is a widespread problem in Sri Lanka. This has a direct influence on the country's economic and logistics. Mitigating this issue require systematic approach thus the policy makers should be aware of the gaps that prevail in this regard. The main purpose of this paper is to appraise the factors affecting the choice in maritime, transport and logistics education in Sri Lanka by those who get minimum qualification to enter a university. This is a combination of desk research and data collection through questionnaires. It is an extension to the research paper published previously. It provides analysis on the country's employment perspectives; unemployment percentage of labour force; unemployment rate by age group and gender; employed person by occupation group-percentages of both sexes in Sri Lanka; secondary education threshold and, the performance of candidates in the G.C.E. (Advanced Level). Quantitative analysis was done as to what factors led the existing undergraduates' choice in transport and logistics in the tertiary education. It was noted that external pressure from family, society and teachers play a key role. Institutional attributes such as benefits, facilities offered by the institute and the location where the services are offered also influence the students' choice. The education institutes' marketing activities are essentially aligned with the student's characteristics. Uneven formal academic knowledge and skills, inadequate development of self-regulation skills have a statistically significant impact on the choice. A mindset believing in fixed rather than flexible abilities and issues in academic trajectory are the other factors that influence student's choice.

Key words: *Higher education, Shipping, Transport, Logistics*