

## THE EFFECTS OF A WORKSHOP ON CAREER SELF-EFFICACY AND INTENTIONS TO PURSUE

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### Abstract

Cultural and creative industries have been vigorously promoted by the government and so have been booming in recent years. However, there are different competent authorities governing such industries and that scope definition for these industries is unclear, so there has been an alarming signal that talent cultivation in Taiwan focuses on width rather than depth. What is more, global young adults' unemployment has been stubbornly high and in Taiwan there has been a phenomenon that more and more young adults have been highly educated but unemployed. To enhance students' career self-efficacy and intentions to pursue job opportunities, 6 experts involved in this study, designing a two-day (16- hour) cultural and creative workshop for planning jobs. A total of 27 university students fully participated in this activity. After the two-day workshop, the study result indicated that career self-efficacy was slightly enhanced, and yet there was no significant difference. As for intentions to pursue marketing and planning jobs, there was a significant decrease. An interview after the workshop saw that most of the participants had expressed that actual job contents of planning jobs could be seen and understood more clearly through the workshop and because they knew more about actual workplace status, they felt hesitant about marketing and planning positions. In the future, universities shall largely conduct competency-oriented workshops so as to facilitate students to see if they have sufficient self-efficacy and enough intentions to pursue job opportunities.

**Keywords:** Workshop, Self-efficacy, Intentions to pursue job opportunities