

What is More Important? Physical Attractiveness or General Cognitive Ability as Factors of Career Development

Valerij Dermol

International School for Social and Business Studies, Slovenia

valerij.dermol@mfdps.si

Abstract

The paper presents qualitative research on influences of physical attractiveness, general cognitive ability, career aspirations and age on career development. The sample comprises 48 female respondents. The data were analysed with SPSS statistical programme. Basic descriptive statistics were used as well as linear regression analysis and correlation analysis since also hypotheses related to causal relationships were tested. The results show that physical attractiveness strongly and positively affects career development. A bit weaker but negative influence was shown from the side of individual's age. There is no correlation found between age, cognitive abilities and physical attractiveness. This research is a kind of preliminary research representing a basis for further investigation of the field and introducing a more complex model based on further research.

Keywords: physical attractiveness, general cognitive ability, career aspirations, career development