

## **MSQ10**

### **A Bass-ackward approach to vocational interests: updating the hierarchical model.**

Wei Ming Jonathan Phan<sup>1</sup>, Chu Chu<sup>2</sup>

<sup>1</sup>California State University Long Beach, LONG BEACH, California, USA. <sup>2</sup>Lafayette College, Easton, Pennsylvania, USA

#### **Abstract**

We applied Bass-Ackward hierarchical factor analysis approach to examine whether Holland's sixty-year-old RIASEC model adequately captures modern work interests (N=853). Starting with general interest factors, we extracted solutions from two to six factors, analyzing correlations between adjacent levels. While findings supported fundamental interest dimensions (people-things, data-ideas), the emergence of distinct basic interest patterns suggests traditional models may not fully capture contemporary work's evolving nature. Our hierarchical structure revealed novel interest patterns particularly in technology and digital domains, suggesting the need for updated vocational assessment tools. Results have implications for improving personnel selection and career guidance in today's changing occupational landscape.

#### **Conference Track**

Management Science and Quantitative Methods