Why Public Administration?

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Abstract: Although public administration education received more than its fair share of academic attention, the literature often focuses on student satisfaction, digitalization, new technologies (including AI) and innovation in the teaching process, connecting academia with practice, curriculum development and internationalization, relevant competencies and so on, while an important issue seems to be ignored: why do students choose public administration as a field of study?

a from student's admission / motivation letters and individual interviews, the research identifies three primary categories of motivations: (1) vocational aspirations related to public service, (2) perceptions of career stability and opportunities within the public sector (often connected with the existence of family members also pursuing a public service career), and (3) the influence of institutional reputation and curriculum design.

The study contributes to a deeper understanding of student preferences and offers recommendations for universities seeking to strengthen recruitment strategies and align programs with the evolving expectations of future public service professionals.