



Evaluating differences in entrepreneurial intentions and desirability among the graduate students with special reference to Coimbatore district

¹ C Raja, ² D Vinitha Sree, ³ Dr. Rupa Gunaseelan

¹ Doctoral Research Scholar, Bharathiar University, Coimbatore, Tamil Nadu, India

² Doctoral Research Scholar, Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore, Tamil Nadu, India

³ Professor, Bharathiar School of Management and Entrepreneur Development, Bharathiar University, Coimbatore, Tamil Nadu, India

Abstract

In India unemployment has been found high. To increase their employment opportunities, it is crucial for the graduates to determine who they are, what skills and attributes they possess and what are the ways their self-knowledge can be utilized to leverage their knowledge of entrepreneurship attitudes, intentions and behavior. Hence, there is a necessity for entrepreneurship awareness programs to teach the graduates. The study was conducted among students who pursue MBA, BE, and MCA from Engineering and Management Colleges in Coimbatore district. Structured questionnaire was used to collect data. The results of the study reveal that "perceived" desirability is positively associated with the formulation of entrepreneurial intention"; and "breadth and positiveness of awareness, knowledge, and skills is positively associated with perceived desirability". Further, suggestions and conclusion are discussed in the paper.

Keywords: graduate students, employment opportunities, Coimbatore district

Introduction

The critical scarcity of job opportunities in the formal sector is a sore reality for every graduate and person who has finished a diploma or any kind of tertiary qualification. Due of this scarcity, entrepreneurship was sighted with mounting interest initially, and cultured ever since, as a possible job option in many economies. Globally, entrepreneurship is deemed to be a fundamental magnitude for economic growth.

In India unemployment has arrived at an upper level. In order to enhance employment opportunities it is essential for the graduates to identify who they are, what skills and eminence they strongly possess and how could this self- knowledge be utilized to hoist their knowledge of leadership attitudes, intentions, and behaviors. Therefore there is a requirement for entrepreneurship awareness programs to teach people.

The inquiry of entrepreneurship teaching programs (ETP) assessment is probably one of the most critical, both from a communal and a research viewpoint. It seems to us that the most imperative result of the ETP shouldn't possibly be the

creation of start-ups, but could be among student's mindset changes, attitude changes and the development of an entrepreneurial orientation, measured through intentions.

Since the 90s, literatures works are emphasizing a strong and growing interest of students towards entrepreneurship careers (Brenner *et al.*, 1991). Consequently there is scope for Entrepreneurship in academics.

The conceptual frame work and a research program of entrepreneurship in the field of study is based on Shapero's model which claims that predicating potential entrepreneurs on the basis of demographics, personality, or other static criteria could establish difficulties in an enacted surroundings. The attitude and approach of potential entrepreneurs are motivated by assessment. Perceived desirability of Shapero's (1982) construct defined as the extent to which one finds the panorama of starting a business attractive. Additionally, perceived desirability is inclined by social support (what others think is important) and the breadth (excellence) and positiveness (quality) of awareness, knowledge and skills.

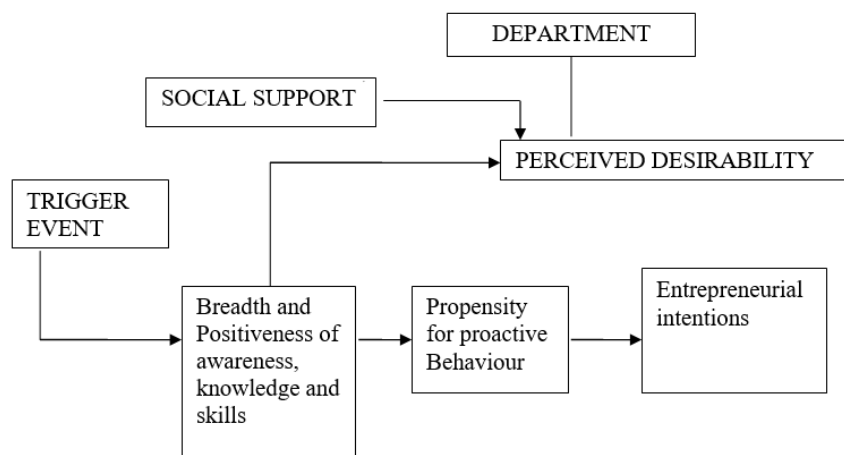


Fig 1: Shapero's (1982) model of entrepreneurial event as a theoretical

As far as the study is concerned, the entrepreneurial intentions that create entrepreneurial behavior among the three major regulations in Coimbatore will be the major issues that are to be tested.

This study recommends that, it is more widen to test those entrepreneurs with different discipline background in order to come up with potential entrepreneurs among graduate students in Coimbatore district.

Researchers have developed intention based- models such as theory of Shapero's (1982) model of the entrepreneurial event. Despite the importance in intention- based models, less studies clearly use theory- driven intention based process models of entrepreneurship.

As a result, the present study utilizes an intention- based model to respond to the following research questions:

“What are the relation between breadth and positiveness of awareness, knowledge and skills of entrepreneurship on perceived desirability, towards entrepreneurial intention”?

Objective of the study

- To determine the Shapero's model of entrepreneurial event as a theoretical framework for analyzing the relationship among positiveness of awareness, knowledge and skills of entrepreneurship, perceived desirability, towards entrepreneurial intention and also their comparison between MBA, MCA and BE graduates,
- To identify the association of perceived desirability with the formation of entrepreneurial intentions,
- To identify the association of breadth and positiveness of awareness, knowledge, skills with perceived desirability.

Methodology of the study

Exploratory research: Was functioned to find the students from various functional areas who had participated in one or other campus entrepreneurial activities. A list was prepared and becomes the input for determining the samples for the chosen research.

Descriptive research: Type was functioned to review the

factual information on entrepreneurial intentions and behaviors of the students from the selected universities and colleges.

Sampling plan

Various concepts, procedures and decisions are used in this research, so as to productively gather raw data from the MBA, MCA and BE students on intentions and behaviors of potential entrepreneurs, which could consecutively be used to generalize or make forecasts about element in a larger group of potential entrepreneurs. The following are the logical steps that are used in the sample execution in this research.

Target

The universe for the study are students whose major are MBA, BE and MCA from the Engineering and Management Colleges in Coimbatore district. They are the target groups. As investigation has revealed that the entrepreneurial desire of students are increasingly sensitive to the image of entrepreneurship as a career path projected by the university community, students from Bharathiar university, Anna university, and Avinashilingam University in Coimbatore district as the target group were considered for the research.

Data collection

i) Primary data

In this study structured questionnaires were used. The required information for the research was gathered by distributing the questionnaire to the respondents. On an average, it took 20 minutes for each participant to finish, and the routine of data collection processed over 6 to 8 weeks.

ii) Secondary data

Has been gathered for details regarding theory and also for the literature reviews. The reviews were gathered from journal of small business management, Journal of entrepreneurs, journal of business venturing, journal of international business studies, Harvard business reviews etc. and opinions from management and entrepreneurship professors.

Sampling frame

List of eligible sampling units were streamed on the basis of

those students who possess exposure to entrepreneurship seminars and conferences.

Sampling method

The selection of colleges is based on:

Representative basis
Probability
* Simple random

This method is selected, bearing in mind, seven components such as the research objective, degree of desired accuracy, availability of resources, time frame, advance knowledge of the target population, scope of the research and perceived statistical analysis needed.

Sample size

For the objective of the study Coimbatore district is framed, 215 samples was the sample approximated from among the student group of various management and engineering colleges representing Coimbatore district.

Out of 215, there were 17 drop outs. Conversely, the response considered for the research included 198 students.

Hypothesis of study

The following are the proposed hypotheses.

- **Hypothesis1:** Perceived desirability is positively associated with the formation of entrepreneurial intentions.
- **Hypothesis 2:** The breadth and positiveness of awareness, knowledge, and skills is positively associated with perceived desirability

Analysis and interpretation

- a) Investigate entrepreneurship dimension that are breadth and positiveness of awareness, knowledge and skills towards entrepreneurial intention.
- b) Investigate entrepreneurship dimensions that are perceived desirability toward entrepreneurial intention.

Descriptive analysis

The analysis for means score and standard deviation as a purpose of exploring the respondents’ perception towards every item included in:

Section 1: Perceived Desirability

Perceived desirability for commencing a business is defined for the current research as the extent to which one finds the prospects of commencing a business to be attractive, essentially, it should reflect one’s affect towards entrepreneurship” (Krueger 1993) ^[19]. The questions were used to assess’ perceived desirability. Responses were collected on a 4 point scale “not at all”, “rarely”, “mostly”, “and always”. It can be called that there is variation in the responses given by the respondents of the groups for this statement. Breadth and Positiveness of awareness, knowledge and skills of Entrepreneurship

The interpretation corresponding to aspects concerned with breath and positiveness of awareness, knowledge and skills of entrepreneurship from the responses of students. The mean values for the statements acquired from the responses given by

the students range between 2.76 to 2.87 which indicates that the responses vary between ‘rarely’ to ‘mostly’. The standard deviations for the statement ‘Being equipped with the knowledge required to be an entrepreneur is vital.’ with mean 2.88 is .957. Therefore it can be mentioned that there is variation in the responses given by the respondents of the groups for this statement.

Inferential analysis

Result of the correlation analysis between perceived desirability and entrepreneurial intention, between breadth and positiveness of awareness, knowledge and skills and perceived desirability.

The correlations table shows Pearson correlation coefficients, significance values, and the number of cases with non-missing values (N). The values of the correlation coefficient range from -1 to 1. The sign of the correlation coefficient indicates the direction of the relationship (positive or negative). The absolute value of the correlation coefficient indicates the strength, with larger absolute values indicating stronger relationships. The correlation coefficients on the main diagonal are always 1, because each variable has a perfect positive linear relationship with itself. The significance of each correlation coefficient is also displayed in the correlation table. The significance level (or p-value) is the probability of obtaining results as extreme as the one observed. If the significance level is very small (less than 0.05) then the correlation is significant and the two variables are linearly related. If the significance level is relatively large (for example, 0.50) then the correlation is not significant and the two variables are not linearly related.

Hypothesis 1: Perceived desirability is positively associated with the formation of entrepreneurial intention.

The correlation between perceived desirability and entrepreneurial intention shows that there is association between perceived desirability and entrepreneurial intentions, the statements “I always wanted to be an entrepreneur” and “I like to be my boss”. “I will be an entrepreneur some day”, and “I like to be my boss”, are correlated with significant value less than 0.05. Hence perceived desirability is positively associated with formation on the entrepreneurial intentions. Therefore the following Hypothesis is accepted for this analysis since Perceived Desirability is associated with the formation of entrepreneurial intentions.

Hypothesis 2: The breadth and positiveness of awareness, knowledge, and skills is positively associated with perceived desirability.

The correlation between breadth and positiveness of awareness, knowledge, skills with that of perceived desirability shows that there is association between the two variables because the data shows relationship is there between the breadth and positiveness of awareness, knowledge, skills and perceived desirability.

Therefore hypothesis is accepted for the analysis since breadth and positiveness of awareness, knowledge, and skill is strongly associated with perceived desirability.

Findings

Based on hypothesis 1, it is expected that the perceived desirability of starting a business would be positively associated with the formation of entrepreneurial intentions. That is people who have a positive attitude toward starting a business and thinks that starting a business is a desirable behaviour will likely form entrepreneurial intentions to do so. This relationship is supported in the study. The results of this study were consistent with prior research that investigated attitude toward a behaviour and the formation of intentions (e.g., Ajzen, 1991). The support for hypothesis 1 indicates that perceived desirability of entrepreneurship has a significant and positive relationship to the formation of entrepreneurial intentions.

Another area of investigation of the current study was examination of the factors that may relate to the formation of perceived desirability. Hypothesis 2 proposed that the breadth and positiveness of awareness, knowledge and skills would be positively related to the formation of favorable perceptions of perceived desirability.

Suggestions

1. Entrepreneurial awareness camps, Assessment of entrepreneurial skills and join workshops at large scale is the need of the hour for generating adequate pool of entrepreneurs.
2. It is high time for the organizations to improve the cognition of the environment and establish a foundation for entrepreneurship in the future.
3. Entrepreneurship educators need to devote more time to marketing, creativity and innovation and less time to just creating business plans.
4. Perception of the graduates towards entrepreneurship has to be imbibed as an option for livelihood for the entrepreneurs. Inclusive entrepreneurship education integrated with formal education for giving an option for the young graduates to lead their future life is must.

Conclusions

This study which is conducted among the graduates is a study of the hour as the need of entrepreneurs is needed for the society. Due to unemployment and recession the young generation finds it hard to find jobs so this contribution of the study sheds light over what should be taught in an entrepreneurship course. Finally based on the research findings, educators can design and include in their course in and out-of-class activities with the aim of instilling in students the development of relevant skills and knowledge for successful business start-ups and the survival of profitable enterprises.

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