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## STUDENTS ATTITUDE TOWARDS ENTREPRENEURSHIP

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### Abstract

Entrepreneurship is a part of the company management processes which focuses on the investment into new ventures creating a new idea or venture etc. Thus, it means to build a new venture. Attitude is a mentally prepared state for any known subject. It is an individual's tendency towards a specific thing and environment, and it must have a target. It is analogous to inclination and it is a collection of personnel traits that can be learned. Thus, the attitude towards entrepreneurship is an individual's concept about entrepreneurial behaviour or self-employment. If the individual has a strong attitude for starting a new venture, the relationship between attitude and behaviour is strong.

**Keywords:** Entrepreneur, Entrepreneurship, Attitude.

### Introduction

**Entrepreneurship** has traditionally been defined as the process of designing, launching and running a new business, which typically begins as a small business, such as a startup company, offering a product, process or service for sale or hire, and the people who do so are called 'entrepreneurs' It has been defined as the "...capacity and willingness to develop, organize, and manage a business venture along with any of its risks in order to make a profit." While definitions of entrepreneurship typically focus on the launching and running of businesses, due to the high risks involved in launching a start-up, a significant proportion of businesses have to close, due to a "...lack of funding, bad business decisions, an economic crisis -- or a combination of all of these" or due to lack of market demand. In the 2000s, the definition of "entrepreneurship" has been expanded to explain how and why some individuals (or teams) identify opportunities, evaluate them as viable, and then decide to exploit them, whereas others do not, and, in turn, how entrepreneurs use these opportunities to develop new products or services, launch new firms or even new industries and create wealth. Recent advances stress the fundamentally uncertain nature of the entrepreneurial process, because although opportunities exist their existence cannot be discovered or identified prior to their actualization into profits.

Traditionally, an **entrepreneur** has been defined as "a person who starts, organizes and manages any enterprise, especially a business, usually with considerable initiative and risk". "Rather than working as an employee, an entrepreneur runs a small business and assumes all the risk and reward of a given business venture, idea, or good or service offered for sale. The entrepreneur is commonly seen as a business leader and innovator of new ideas and business processes." Entrepreneurs tend to be good at perceiving new business opportunities and they often exhibit positive biases in their perception (i.e., a bias towards finding new possibilities and seeing unmet market needs) and a pro-risk-taking attitude that makes them more likely to exploit the opportunity.

An entrepreneur is typically in control of a commercial undertaking, directing the factors of production—the human, financial and material resources—that are required to exploit a business opportunity. They act as the manager and oversee the launch and growth of an enterprise. Entrepreneurship is the process by which an individual (or team) identifies a business opportunity and acquires and deploys the necessary resources required for its exploitation. The exploitation of entrepreneurial opportunities may include actions such as developing a business plan, hiring the human resources, acquiring financial and material resources, providing leadership, and being responsible for the venture's success or failure...

"Entrepreneurial spirit is characterized by innovation and risk-taking. While entrepreneurship is often associated with new, small, for-profit start-ups, entrepreneurial behavior can be seen in small-, medium- and large-sized firms, new and established firms and in for-profit and not-for-profit organizations, including voluntary sector groups, charitable organizations and government.

The term "entrepreneur" is often conflated with the term "small business" or used interchangeably with this term. While most entrepreneurial ventures start out as a small business, not all small businesses are entrepreneurial in the strict sense of the term. Many small businesses are sole proprietor operations consisting solely of the owner, or they have a small number of employees, and many of these small businesses offer an existing product, process or service, and they do not aim at growth. In contrast, entrepreneurial ventures offer an innovative product, process or service, and the entrepreneur typically aims to scale up the company by adding employees, seeking international sales, and so on, a process which is financed by venture capital and angel investments. Successful entrepreneurs have the ability to lead a business in a positive direction by proper planning, to adapt to changing environments and understand their own strengths and weakness.



A feminist entrepreneur is an individual who applies feminist values and approaches through entrepreneurship, with the goal of improving the quality of life and wellbeing of girls and women. Many are doing so by creating 'for women, by women' enterprises.' Feminist entrepreneurs are motivated to enter commercial markets by desire to create wealth and social change, based on the ethics of cooperation, equality, and mutual respect.

The entrepreneur is commonly seen as an innovator — a designer of new ideas and business processes. Management skill and strong team building abilities are often perceived as essential leadership attributes for successful entrepreneurs. Political economist Robert Reich considers leadership, management ability, and team-building to be essential qualities of an entrepreneur.

In a developing country like India, the role of entrepreneurship development is more important than that in developed countries so far as the creation of self-employment opportunities and reduction of unemployment situations are concerned.

India has witnessed an increasing interest in entrepreneurship among academic scholars, government policymakers and business leaders. Some universities and vocational training institutes in India have incorporated entrepreneurship and small business management in their course curriculum so as to provide the necessary exposure for students to the entrepreneurial and industrial climate of the country. While the literature on entrepreneurship in India is growing, no study has so far tried to explain the relative contribution of personality factors and socio demographic background factors in pursuing an entrepreneurial career there. The academic tradition of entrepreneurship in India is limited. It is predominantly accepted that the educational system of universities has to provide a rigorous academic environment that may serve as a catalyst for emerging enterprises.

The potential for entrepreneurs today is greater than ever, which underlines the study with what the assets think of entrepreneurship.

### Statement of Problem

In Kerala there are many universities from where number of students passes out every year in all streams of education. All students pursuing their education hope to get a good job. The present study is attempt to know the attitude of B.com students towards entrepreneurship.

### Objectives of the Study

- To determine the entrepreneurial intention of the graduate students.
- To know whether the students are inclined to entrepreneurship as their professional career choice.

### Scope of the Study

The scope of the study is limited to the evaluation of the interest of B.com students towards entrepreneurship. B.com covers majority of their course in commerce related subjects, but in future, students will not be taking more interest to the field of entrepreneurship, and this study focus on identifying the reasons for students not entering the field of entrepreneurship.

### Research Methodology

Methodology is the systematic theoretical analysis of methods applied to the field of study. It comprises the theoretical analysis of the body of method and principle associated with branch knowledge. The study is designed as a descriptive study based on primary and secondary data. Since the objective of the study is to know the attitude of the students to enter in the field of entrepreneurship.

### Collection of Data

Both primary and secondary data was used for the study.

- **Source of primary data** the study is mainly based on the primary data collected from the B.com students in Thrissur district by means of self administrated questionnaire. Direct personal interview among the respondents were also done to collect the data.
- **Source of secondary data** Secondary sources like journals, textbooks, magazines etc are used. The information filtered from various related articles and other prejudice is used to setup the questionnaire.

### Sample Design

The present study focused on B.com students of various colleges in Thrissur district...

### Sampling Technique

Purposive Sampling technique was adopted.

### Limitation of the Study

- The collection, processing and codification of data became difficult due to the time constraints
- Area of the study was limited



- Sample size is limited
- Limited data was available

Data Analysis and Interpretation

Gender Classification of the Respondents

Gender	Frequency	Percentage
Male	21	42%
Female	29	58%
Total	50	100%

Source:Primary Data

Interpretation: The above table shows that out of 50 respondents (42%) belongs to male category and (58%) respondents belong to female category. Thus, the majority of the respondents are female.

Attraction towards Starting Own Business

Particulars	Frequency	Percentage
Strongly disagree	5	10
Disagree	7	14
Neutral	11	22
Agree	15	30
Strongly agree	12	24
Total	50	100%

Source: Primary Data

Interpretation: About 30% of the students agree that entrepreneurship is an attractive option. Some (22%) consider it may be an attractive option but they can't express it so.

Ability of Respondents in Spotting the Opportunities

Particulars	Frequency	Percentage
Strongly disagree	7	14
Disagree	7	14
Neutral	14	28
Agree	16	32
Strongly agree	6	12
Total	50	100%

Source: Primary Data

Interpretation: About 34% of the students are confident that they can spot the opportunities before others. Nearly 14% of the respondents possess a negative attitude in this manner.

Relationship between Education and Entrepreneurship

Particulars	Frequency	Percentage
Strongly disagree	3	6
Disagree	4	8
Neutral	10	20
Agree	15	30
Strongly agree	18	36
Total	50	100%

Source:Primary Data

Interpretation: Majority of the targeted respondents (36%) strongly agree that entrepreneurship is the best way to take advantage of their education.6% of the students says that educational advantage is not affecting the entrepreneurial prospective.

Excellency at Identifying Opportunities



Particulars	Frequency	Percentage
Strongly disagree	7	14
Disagree	10	20
Neutral	12	24
Agree	11	22
Strongly agree	10	20
Total	50	100%

Source:Primary Data

**Interpretation:**Many of the respondents find it difficult to reach at an opinion about their quality in identifying opportunities. But 20% of the respondents are confident that they excel at identifying opportunities.

**Confidence Level of Starting Own Business**

Particulars	Frequency	Percentage
Strongly disagree	3	6
Disagree	4	8
Neutral	10	20
Agree	13	26
Strongly agree	20	40
Total	50	100%

Source:Primary Data

**Interpretation:** Majority of the respondents possess a positive attitude that they would succeed if they started their own business. But still a small portion of the respondents are passive in their confidence level.

**Desirability as a Professional Career**

Particulars	Frequency	Percentage
Strongly disagree	5	10
Disagree	7	14
Neutral	6	12
Agree	17	34
Strongly agree	15	30
Total	50	100%

Source: Primary Data

**Interpretation:** Most of the respondents consider entrepreneurship as a highly desirable career alternative for people with their education. About 10% of the respondents believe that entrepreneurship doesn't have any effect of their possessed education.

**Easiness of Starting Own Business**

Particulars	Frequency	Percentage
Strongly disagree	4	8
Disagree	9	18
Neutral	12	24
Agree	15	30
Strongly agree	10	20
Total	50	100%

Source: Primary Data

**Interpretation:** About 30% of the respondents do agree that it would be easy to start their own business. But a few students still find it difficult to start an enterprise.

**Practical Applicability of Ideas into Reality**



Particulars	Frequency	Percentage
Strongly disagree	2	4
Disagree	5	10
Neutral	14	28
Agree	13	26
Strongly agree	16	32
Total	50	100%

Source: Primary Data

**Interpretation:** 32% of the students find it exciting to see their ideas turn into reality. A few respondents find it difficult to state an opinion.

**Preference of Starting Own Business Than Being an Employee**

Particulars	Frequency	Percentage
Strongly disagree	6	12
Disagree	8	16
Neutral	9	18
Agree	10	20
Strongly agree	17	34
Total	50	100%

Source:Primary Data

**Interpretation:** Majority of the respondents (54%) feel that it is better to start a new company than being just a manager of an existing one.

**Facing and Overcoming Obstacles to Own Ideas**

Particulars	Frequency	Percentage
Strongly disagree	1	2
Disagree	4	8
Neutral	11	22
Agree	11	22
Strongly agree	23	46
Total	50	100%

Source:Primary Data

**Interpretation:** Majority of the respondents (68%) feel that they can overcome the obstacles using their own ideas. But still a small portion feel a negative attitude towards this statement

**Family and Friends Support to Start My Own Business**

Particulars	Frequency	Percentage
Strongly disagree	17	34
Disagree	10	20
Neutral	8	16
Agree	6	12
Strongly agree	9	18
Total	50	100%

Source:Primary Data

**Interpretation:** This table shows that a negative opinion (34%) about the respondents' family and friends support to start a new business. But it is a sign of relief that some of the respondents' background is supportive.



Skills and Capabilities Required to Succeed asan Entrepreneur

Table with 3 columns: Particulars, Frequency, Percentage. Rows include Strongly disagree, Disagree, Neutral, Agree, Strongly agree, Total.

Source: Primary Data

Interpretation: It is interesting to find that a major portion (38%) of the respondents are neutral to this statement. but it is good to see that some of the respondents strongly believe in their skills and capabilities. (26%).

Preferability to Be an Entrepreneur Rather Than Employee

Table with 3 columns: Particulars, Frequency, Percentage. Rows include Strongly disagree, Disagree, Neutral, Agree, Strongly agree, Total.

Source: Primary Data

Interpretation: It is revealed from the above chart that most of the respondents agree to be an entrepreneur rather than a large firm employee. But still a small portion prefers to be an employee.

Entrepreneurship Cannot Be Taught

Table with 3 columns: Particulars, Frequency, Percentage. Rows include Strongly disagree, Disagree, Neutral, Agree, Strongly agree, Total.

Source: Primary Data

Interpretation: There is a mixed response from our respondents for this statement. 26% of students agree that entrepreneurship can be taught

Opinion on Entrepreneurship as a Career

Table with 3 columns: Particulars, Frequency, Percentage. Rows include BAD, GOOD, Total.

Source: Primary Data

Interpretation: Majority of the respondents feels that entrepreneurship as a career is a good one.

Previous Knowledge of Entrepreneurship

Table with 3 columns: Particulars, Frequency, Percentage. Rows include YES, NO, Total.

Interpretation: It is clear that 26% of respondent have participated in entrepreneurship education. 74% of the respondent doesn't have participated.



## Findings

The aim of this study is to explore entrepreneurial inclination of students:

- ❖ The results indicate the need for achievement had significant impact on entrepreneurial intention.
- ❖ The desire for independence is an important factor for students to start a new firm.
- ❖ The majority of respondents are female.
- ❖ About 30% of the students agrees that entrepreneurship is an attractive option.
- ❖ About 34% of the students are confident that they can spot the opportunities before others.
- ❖ About 66% of respondents strongly agrees that entrepreneurship is the best way to take advantage of education.
- ❖ About 34% of respondents find it difficult to reach at an opinion about their quality in identifying opportunities.
- ❖ Most of the respondents (about 50%) shows positive attitude towards starting their own business.
- ❖ About 64% respondents consider entrepreneurship as highly desirable career.
- ❖ 32% of the students find it exciting to see their ideas turn into reality.
- ❖ About 54% of respondents feel it better to start a new company than being as a manager of an existing one.
- ❖ About 46% of respondents truly feel that they can overcome the obstacles using their own ideas.
- ❖ About 34% of respondents' family and friends are not supportive to start a business.
- ❖ Majority of respondents (about 90%) feels that entrepreneurship as a career is a good one.

## Suggestions

- Regular training programs should be organized periodically for the students at the graduation level
- Most of the students haven't participated in any entrepreneurship courses. So, there is a need to educate the future entrepreneurs.
- We could promote further, the students in the pursuit of achievement and motion.
- There is a need for inculcating and fostering entrepreneurial personalities in students.
- Adequate funds and facilities should be provided for effective teaching and learning of entrepreneurship at graduation level
- Support from parents, government, educational institution, society etc... is essential for creating confidence among students to inculcate the culture of entrepreneurship.

## Conclusion

Entrepreneurship has become widely acceptable profession in all over the world. Entrepreneurs create job for others, they introduce new inventions, products and services. They significantly contribute to the growth of the economy, but the interest among B.com students towards entrepreneurship is very positive, but a few of them are interested to get a salaried job after their degree. The study indicates that generally the B.co students have positive attitude towards the entrepreneurship. In this study, it reflects that students would become or would certainly like to become entrepreneurs provided that there is a need for achievement, family business background, personnel skills and capabilities. The desire for independence and status recognition was a considerable factor for entrepreneurial intentions.

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