

ENTREPRENEURIAL INTENTIONS AMONG UNIVERSITY STUDENTS IN MANIPUR

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Abstract

The main objective of this study is to analyze the factors that determine the entrepreneurial indentation of university students in Manipur, based on a large sample survey conducted in 2014. Based on the model of questionnaire was developed and distributed to 104 students of the Manipur University (A Central University) in Manipur. Data have been analyzed using SPSS software in computer while correlation-test, Reliability Analysis and Factor Analysis have been utilized for finding out the results. Results have revealed that Inter factoral correlationship through the factors of entrepreneurial intentions among university students is more likely to have higher attitude toward the behavior, personality traits, perceived behavioral control and personal motivation. A personality trait was highly correlated with perceived behavioral control, attitude toward the behavior show a positive correlated with personality traits along with perceived behavioral control and personal motivation. A personality trait was positive correlated with personal motivation and perceived behavioral control was positive correlated with personal motivation at 1% level of significant. Thus all the variables show a positive and significant correlation on the factors of entrepreneurial intentions of university students. Family background was significant difference in their intention to be entrepreneur among students. The article ends with discussion and conclusion of the results and overview of research limitations.

Keywords: Entrepreneurship, Entrepreneurial Intention, Demographic Factor, Student and Family Background.

Introduction

Students of today's generation are the future entrepreneurs of the country. Entrepreneurship is perceived to bring economic welfare and may contribute significantly in nation's future wealth.

Entrepreneurship creates jobs which consequently generate more opportunities. Fredrick Wilson stated that entrepreneurship is the art of turning ideas into a business (Barringer & Ireland, 2010). It is the entrepreneur who lies at the heart of the entrepreneurship. Some people believed entrepreneurs are born, not made. However, this myth is not working since many studies done in the past have reached a consensus where entrepreneurs can be made and are not genetically inherited. Everyone has the potential to become entrepreneur especially for those who have undergone educational process in universities (Gelard & Saleh, 2011). The entrepreneur is the dynamic force which unsettles the economic equilibrium through innovation by creating an entrepreneurial process. The decision to start a new firm is assumed to be planned for some time and thus preceded by an intention to do so. However, in some cases this intention is formed only shortly before the actual decision and in some other cases the intention never leads to actual behavior. Entrepreneurship intention often involves inner guts, ambition and the feeling to standon one's feet. Since perception is a behavioural in nature, a large body of the entrepreneurship intention literature examined the factors that influence entrepreneurship intention such as desirability to become entrepreneurs, personality traits, entrepreneurs' skills, finance capabilities and self-efficacy among others. Hence, entrepreneurial intentions are assumed to predict, although imperfectly, individuals' choice to found their own firms. Entrepreneurial intent is a key maker in the study on new business formation. The identification of entrepreneurial intention and the effect they apply on the decision to become an entrepreneur is clearly exposed in the area of study. Being a successful entrepreneur is not easy. Long term, systematic planning and business expertise is needed such as developing business model, putting together a new venture team, raising money, establishing partnerships, managing finances, leading and motivating employees. Individuals should be very



careful in determining own self as it helps them to make the right decision in choosing the right path for getting involved to be self-employed (Baruah, 2012). Entrepreneurial intention defined as willingness of individuals to perform entrepreneurial behavior, to engage in entrepreneurial action, to be self-employed or to establish new business (Dhose & Walter, 2010). It usually involves inner guts, ambition and the feeling to stand on one's feet (Zain, Akram & Ghani, 2010). An individual may have potential to be entrepreneur but not make any transition into entrepreneurship unless they have such intentions (Mohammad Ismail et al., 2009). Guerrero, et. al. (2008) defines entrepreneurial intention as a state of mind that people wish to create a new firm or a new value driver inside existing organizations. The intention to start-up business is mainly based on the following theories: Ajzen's theory (1991) of planned behaviour, Shapero and Sokol's (1982) model of the entrepreneurial event and Bandura's (1977) model of social learning, in which the essential elements are explanation and prediction of personal behaviour with respect to entrepreneurship. Hence, identify entrepreneurial intention for a person before becoming entrepreneur is important, this may give a person a clear goal about what he want to be and what to do in accomplishing his goals and lead to succeed. Individuals would like to be self-employed as they perceive that entrepreneurship is a suitable career path for them and is a way for them to accomplish their personal goals, pursue own ideas and realize financial rewards (Davidsson, 1995). With the aim of identifying factor affecting entrepreneurial intention of university students, the researcher got interested in testing the entrepreneurial intention of students as basis for improvement. Further, this study provided insights on the context of entrepreneurial capabilities of students.

Review of Literature

Prior relevant research has focused on university student career aspirations. Ajzen (1991) the decision to start a new firm is assumed to be planned for some time and thus preceded by an intention to do so. However in some cases this intention is form only shortly before the actual decision and in some cases the intention never leads to actual behaviour. Hence entrepreneurial intentions are assumed to predict individual's choice to found their own firm. Autio, Keeley and Klofsten (1997) model base entrepreneurial intention is examined in the context of a future career choice, with a sample of college students. Thus in this model, a set of personal background of the entrepreneurial confidence and the variables representing the social context, along with entrepreneurial confidence, will be the cause of entrepreneurial intention. Birds (1988) proposed that entrepreneurial intention refers to individuals, states of mind that aimed at creating new venture, developing new business concept of creating new value within existing firms. It is an important factor in facilitating towards new venture establishment and has significant impact on the firms venture success, survival and growth. He suggested that intentional process often begins based on an entrepreneur's personal needs, values, wants habits & beliefs. Davidsson (1995) suggested that entrepreneurial intention helps in explaining the reasons on why certain individuals tend to start own business before opportunity scan or deciding type of business to involved in. It stated that entrepreneurial intention influence the actions of existing organisations. In established firms, as a result of intentional processes, individuals pursue and exploit opportunities. Consequently, existing organisations embody and elaborate intentions that, ultimately, affect a venture's success. Scholars empirically evidenced that entrepreneurial intention is a valid predictor for entrepreneurial behaviour as entrepreneurial actions always fall into the category of intentional behaviour. Studying on entrepreneurial intention provides valuable insights for researcher to understand entrepreneurial process and predict entrepreneurial activities in better way through identifying antecedents of entrepreneurial intention. According to the understanding of (Katz, 1988) entrepreneurial intention is guided by two model i.e, Ajzen (1991) theory of plan behaviour and Shapero and Sokols (1982) model of entrepreneurial event. Theory of plan behaviour was developed to explain how individual attitudes towards an act, the subjective norms and perceived behavioural control past history of intentions. Entrepreneurial intention has proven to be a primary predictor of future entrepreneurial behavioural. Kolvereid and Isaksen (2006) on 297 business founders by using longitudinal data revealed that intentions to be selfemployed did actually determine later entry into self-employment. Individuals would like to be self employed as they perceived that entrepreneurship is a suitable career path for them. Krueger and Brazeal (1994) included the formation of entrepreneurial intentions by the individual depends on the perceived desirability and the perceived feasibility of the entrepreneurial behaviour. Intention can be described as a cognitive representation of both the objective one is striving for and the action plan one intends to use to reach that objective. Central to both definitions is the role of the objective and their ability to faster and influence intention. Sagie and Elizur (1999) compare small business students, assumed to have entrepreneurial intentions, with business and economics students, who are assumed not to have such intentions. By categorize potential entrepreneurs specifically as business and economics, plus engineering, students. Differently again categorize entrepreneurial students by whether or not they are on a government "young enterprise" scheme designed as a part of a package of measures to reduce unemployment among those leaving high school at age 16. Those remaining in high school after age 16 are categorized as non entrepreneurial. Brandstatter (1997) categorizes subjects into those who do or do not have an assumed "interest in founding" a business based on whether or not they have membership in a chamber of commerce's "association of aspiring entrepreneurs". Saravanakumar, et. al. (2012) suggests that the students had lower performance scores on all of the measures, suggesting a somewhat lower propensity to be entrepreneurial. The findings indicate the challenge facing in management education if they are to create entrepreneurs as increasingly appears to be required. The Shapero's (1982) indicates that the model of entrepreneurial intention, decision to significantly change the course of our life, for example in creating a business, it's a triggered by a specific event or a sudden change in the established routine. Thus the choice of the individual will depend then of three elements. The first element the perception of desirability, the second element is the propensity to act, and finally the third element is the perception of viability. Shapero suggested that the intention to create a business drives from perceptions of desirability and feasibility as well as opportunities related to a propensity to act. Thompson (2009) indicates entrepreneurial intention as "self acknowledged conviction by a person that they intent to set up a new business venture and consciously plan to do so at some point in the future." Thus entrepreneurial intention is not merely a yes or no question but can range from very low, zero, to a very high level of intention to set up a business. Wang, et. al. (2011) proposes that there is entrepreneurial intention among international students, and that a large portion of these students have rather strong entrepreneurial intention. This study may bring more awareness for educators so they can help nurture the valuable spirit among this special group and thus possibly bring out more entrepreneurs. In addition, this study has shown that perceived feasibility is a stronger predictor of entrepreneurial intention than personal desirability. Therefore, university educators may want to enhance perceived feasibility if they intend to increase the level of entrepreneurial intention. Zain, Akram and Ghani (2010) suggested that an individual may have potential to be entrepreneur but not make any transition into entrepreneurship unless they have such intentions. Entrepreneurial Intention is a state of mind that people wish to create a new firm or a new value driver inside existing organizations.

Study Objectives

This study seeks to achieve the following objectives

- 1. To explore the impact of family background on university students' intentions towards entrepreneurship;
- 2. To assess whether there is difference in inclinations toward entrepreneurship between female and male university students;

Study Hypotheses

The study seeks to test the following hypotheses

 H_{01} . There is no relationship between attitude toward behaviour and the entrepreneurship inclination among university students of Manipur.

 $H_{02:}$ There is no significant relationship between male and female in their intentions towards entrepreneurship

 H_{03} : There is no significant difference between family backgrounds and their entrepreneurial intention towards entrepreneurship.

Method

The study adopted the descriptive and exploratory approach, using a study instrument (questionnaire) to collect and analyze the collected data from respondents, with appropriate statistical techniques. It is used both the primary and the secondary data for the purpose of this study. Secondary data were collected from available books, publications, research studies and websites. Closed-ended questionnaires were used for data collection. Out 122 questionnaires distributed, 104 were returned .This was an 85% response rate. It is an accepted response rate. According to Mugenda & Mugenda (2003), a response rate of 50% is adequate, and 60% is good while 70% and above is rated as being very good. The instrument used for data collection was questionnaire on 5-point likert scale from strongly agree to strongly disagree, where point-1 indicate strongly disagree, 2 disagree, 3 neutral, 4 agree and 5 strongly agree.

Participants

Students who are enrolled in the Department of Commerce and Business Management in a Manipur University are selected as the population study. One hundred four (104) students were carefully chosen to become the respondents. The study used a modified Entrepreneurial Intention Questionnaire (EIQ) of **Linan and Chen** (2008). The questionnaire included general information of the respondents and nineteen (19) items factors that influence student's entrepreneurial intentions.

Analysis

The data collected was gathered in SPSS English Version 19 for analysis. The distributions of the profile characteristics were presented in a tabular format, Mean S.D and Ranking were calculated. The statistical data that is used for analyzing, summarizing and interpreting the data are: Descriptive Statistics, Cross Tabulation analysis, Reliability analysis, Factor analysis and Correlation. The relationship among the significant differences was also examined using the relevant t test. To further analyze the results using 0.05 alpha levels. In order to interpret the result of the study, 5 point Likert scales were used as Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree. The mentioned tools were used based on the objectives of the study.

Reliability Analysis

Reliability tests were conducted for each section of the questionnaire including the four components of factors affecting Entrepreneurial Intentions among University students on Entrepreneurship Education in Manipur, in order to test the internal consistency of the statements under each construct. According to (**Sekaran & Bougie**, **2010**), Cronbach's alpha value of 0.80 to 0.90 is considered as very good and 0.90 or above is considered excellent and highly reliable whereas a score of more than 0.6 is generally acceptable (**George & Mallery 2008**). Cronabch alpha gave the following result of reliability analysis

No. of Items	Cronbach's Alpha
19	.092

The above reliability statistics on "factors affecting entrepreneurial intentions among University students in Manipur" was composed of nineteen items. The Cronbach's Alpha for these items was 0.92, which was higher than 0.90, so this factor was excellent and reliable and was retained for further analysis. No item was deleted for improving the factor reliability level.

Results of the study

Demographic and Personal Characteristics of the Sample

A total number of 104 students in the second semester and four semesters from commerce and management department in the university participated in this study. The profile of the sample based on the demographic characteristics is shown in Table 1, the majority of the respondents were male (82.7%) and between 20-23 years of age (45.2%). 34 respondents (32.7%) are in the 2nd Semester and more than half of the 70 respondents (67.3%) are in the 4th Semester. More than half of the respondents (77.9%) come from families do not have



entrepreneurship career whilst the remaining 22.1% of the respondents who have already gone into entrepreneurship.

Table 1: Demographic characteristics

S1.	Department Respondents					
No	Variables	Category	Management N	Commerce	Total	
	G 1	Male	39(45.30)	47(54.70)	86(82.7)	
1	Gender	Female	13(72.20)	5(27.80)	18(17.3)	
		20-23 years	22(46.80)	25(53.20)	47(45.2)	
2	Age	24-26 years	18(50.00)	18(50.00)	36(34.6)	
		above 27 years	12(57.10)	9(42.90)	21(20.2)	
3	Compostor	2 nd		17(50.00)	34(32.7)	
3 Semester	4 th		35(50.00)	70(67.3)		
4	Family	Yes	10(43.50)	13(56.50)	23(22.1)	
4	Business	No	42(51.90)	39(48.10)	81(77.9) (100.00)	
		Clothes/Footwear/Accessory	3(75.00)	1(25.00)	4(3.8)	
		Food and Beverage	2(33.30)	4(66.70)	6(5.8)	
5	Type of Business	• •	0(0.00)	2(100.00)	2(1.9)	
		Convenience store/Grocery store/Mini market	3(33.30)	6(66.70)	9(8.7)	
		Motor/Car repair and Services	2(100.00)	0(0.00)	2(1.9)	

Source: Computed from primary data

Means and Std. Deviation of Responses to the Construct on Entrepreneurial Intention

Table 2: Descriptive Statistics of Entrepreneurial Intention factors

Tubic 2. Bescriptive Statistics of Entreprener			
Entrepreneurial Intention factors	Mean	Std. Deviation	Ranking
I'd rather be my own boss than have a secure job	3.57	1.05	6
A career as entrepreneur is attractive for me	3.54	0.94	8
If I had the 'opportunity and resources, I'd like to start a firm	4.01	0.86	1
Being an entrepreneur would entail great satisfaction for me	3.61	0.84	5
I believe that if I were to start a business I will certainly be successful	3.28	0.91	9



My parents are positively oriented towards my future career as an entrepreneur	2.78	0.90	15
My friends see entrepreneurship 'as a logical choice for me	2.77	0.80	16
I believed that people who are important to me, think that I should pursue a career as an entrepreneur	2.88	1.02	13
To start a firm would be easy for me	2.42	0.88	19
To keep a firm working well is easy for me	2.50	0.93	18
I know how to develop an entrepreneur project	2.54	0.98	17
If I tried to start a firm, I would have a high probability of succeeding	3.07	0.88	11
If I want to be an entrepreneur, I could become self employed after my studies	3.92	0.90	2
To start my own firm would probably be the best way for me to take advantages of my education	3.68	1.05	4
I prefer to be an entrepreneur rather than to be an employee in the company	3.73	1.09	3
My professional goal is to become an entrepreneur	2.84	0.99	14
I am determined to create a firm in the future	3.17	0.90	10
I will make every effort to manage my own firm	3.55	0.84	7
I have a very serious thought in starting my own firm	2.97	1.12	12

Source: Computed from primary data.

Table 2 depicts the tabulation of the means, std.deviation and frequency distribution of responses to the 19 items in the questionnaire. It can be seen from the table that the mean score (except for 8 items) is more than 3 which signifies high entrepreneurial intention. It is understood that entrepreneurial intention are over committed "If I had the opportunity and resources, I'd like to start a firm" (Mean= 4.01, S.D=0.86) scored the highest was rated the most important factors among the variables, that influence as a source of the student's entrepreneurial intention. The ranking the table reveals that their access to necessary opportunity and resources that like to start a firm. The result indicates followed by "If I want to be an entrepreneur, I could become self-employed after my studies" (Mean=3.92, S.D=0.90) and followed by "I prefer to be an entrepreneur rather than to be an employee in the company" (Mean=3.73, S.D=1.09). A low mean score for item 9 (To start a firm would be easy for me) actually indicates a low preference for going for a job (Mean=2.43, S.D=0.88) respectively.

Factor Analysis

A Keiser-Meyer-Olkin measure of sampling adequacy was 0.881 and Bartlett's Test of Sphericity was significant at 0.000. The value KMO is greater than 0.5. So this implies that the factor analysis for data reduction is effective in this present study. Factor analysis is deemed an appropriate method for examining construct validity (Nunnally & Bernstein, 1994). Construct validity indicates whether "there is a close fit between the construct it supposedly measures and actual observations made with the instrument" (Bernard, 2000). From the explorative factor analysis four eigenvalues >1 emerged. The exploratory factor analysis indicated that variables within the construct of entrepreneurial intention were loading on the attitude toward behaviour construct. Table 3 provides an overview of the rotated component matrix, all items below 0.56 were cut off to better visualize which components the variables are loading on. The factor loadings, the correlation between the factor and the variables are in all cases below 0.6, which indicates a high correlation. The total variance explained by these four factors is 65.66%. The analysis provided evidence to support the validity of the measurement instrument.



Table 3: Explorative Factor Analyses

Statements	explorative Fa	v	ponent	
	Attitude	Personal	Behavioural	Personal
	towards	traits	control	motivation
	behaviour			
I'd rather be my own boss than have	0.717			
a secure job				
A career as entrepreneur is attractive	0.69			
for me				
If I had the 'opportunity and	0.569			
resources, I'd like to start a firm				
Being an entrepreneur would entail	0.831			
great satisfaction for me				
If I want to be an entrepreneur, I	0.583			
could become self employed after				
my studies				
To start my own firm would	0.57			
probably be the best way for me to				
take advantages of my education				
I prefer to be an entrepreneur rather	0.743			
than to be an employee in the	-			
company				
To start a firm would be easy for me		0.837		
To keep a firm working well is easy		0.828		
for me		0.020		
I know how to develop an		0.561		
entrepreneur project		0.000		
I am determined to create a firm in		0.56		
the future		0.00		
I will make every effort to manage		0.646		
my own firm		0.0010		
I have a very serious thought in		0.67		
starting my own firm		0.07		
I believe that if I were to start a			0.736	
business I will certainly be			000	
successful				
My parents are positively oriented			0.728	
towards my future career as an			0.720	
entrepreneur				
I believed that people who are			0.680	
important to me, think that I should			0.000	
pursue a career as an entrepreneur				
My professional goal is to become			0.560	
an entrepreneur			0.200	
My friends see entrepreneurship 'as a				0.707
logical choice for me				0.707
If I tried to start a firm, I would have				0.674
a high probability of succeeding				0.074
a mgn probability of succeeding				

Eigenvalues after rotation	3.832	3.581	2.994	2.068
Variance explained by individual	20.17	18.85	15.76	10.88
factor after varimax rotation (%)				
Total Variance Explained: 65.66%	ATB	PT	BC	PM

Source: Computed from primary data.

Extraction Method: Principal Component Analysis, Rotation Method: Varimax with Kaiser Normalization. H_{01} . There is no relationship between attitude toward behavior and the entrepreneurship inclination among university students of Manipur.

Table 4: Mean, S.D and bivariate correlation

	Mean	Std. Dev	F1	F2	F3	F4	EI
Attitude towards behaviour	3.63	0.65	1	.59(**)	.62(**)	.50(**)	.87(**)
Personal traits	2.86	0.75	.59(**)	1	.71(**)	.60(***)	.88(**)
Behavioural control	2.95	0.76	.62(**)	.71(**)	1	.56(**)	.85(**)
Personal motivation	2.92	0.72	.50(**)	.60(**)	.52(**)	1	.65(**)
Entrepreneurial intention	3.20	0.60	.87(**)	.88(**)	.85(**)	.65(**)	1

^{**} Correlation is significant at the 0.01 level (2-tailed).

A correlation analysis was conducted to determine the relationship between the variables. The larger the correlation coefficient, the stronger the level of association and it can be either positive or negative depending on the direction of the relationship between variables. The relationship strength was derived from the Pearson Product-moment correlation coefficient when the significance level is p<.01. Table present the result from university students sample which shows positive and significant relationship between attitude toward behavior and intention toward entrepreneurial (r=.87). With regard to the inter factoral correlationship through the factors of entrepreneurial intentions among university students. Personality traits was highly correlated with entrepreneurial intention (r=0.88). This infers that as the perception of control for developing a new business increase, the intention to be involved in entrepreneurship after graduating tends to be higher. Behavioural control toward the entrepreneurial intention with (r=0.85), Personal motivation toward the entrepreneurial intention with (r=0.65) at 1% level of significant. The result rejected the null hypothesis that there is relationship between attitude toward behavior and the entrepreneurship inclinations among university students of Manipur.

Gender of Respondents

Brush (1992) study that female with similar back ground is less entrepreneurship oriented than male counterpart because women have to face a number of social barriers in under developed countries.

 H_{02} there is no significant relationship between male and female in their intentions towards entrepreneurship

Table 5: T-test result (gender difference and entrepreneurial intention)

Group Statistics							
Gender	N	Mean	S.D	Std. Error Mean			
Male	18	3.44	0.32	0.07578			
Female	86	3.15	0.64	0.06855			

Table 5.1: Independent samples test

Levene's test for equality of	f variar	nces		t-test for Equality of Means					
	F	Sig.	t df Sig.(2-tailed) Mean Difference						
Equal variances assumed	4.66	0.03	1.89	102	0.06	0.28961			
Equal variances not assumed			2.83	49.56	0.00	0.28961			

From table 5.1, the F-value to report is 4.66. The Sig. under Levene's test for equality of variance is higher than alpha value of 0.05. Thus, it shows that variances are equal. The p-value under equal variance assumed should be reported. The p-value is 0.06 is bigger than alpha value of 0.05. Therefore, there is no significant difference between male and female in their intention to be entrepreneur. This showed that gender does not influence student's entrepreneurial intention.

Family With Entrepreneur Background

 H_{03} : there is no significant difference between family backgrounds and their entrepreneurial intention towards entrepreneurship.

Table 6: T-test result (family background and entrepreneurial intention)

Family with entrepreneur background	N	Mean	Std. Deviation	Std. Error Mean
Yes	23	3.43	0.77	0.16014
No	81	3.14	0.54	0.05946

Table 6.1: Independent Samples Test

Levene's test for equality of variances			t-test for equality of means			
	F	Sig.	Sig. t df Sig.(2-tailed) Mean Differ			
Equal variances assumed	2.844	0.095	2.04	102	0.04	0.28627
Equal variances not assumed			1.68	28.336	0.11	0.28627

From table 6.1 the F-value to report is 2.84. The Sig. under Levene's test for equality of variance is higher than alpha value of 0.05. It shows the variances are equal, the p-value is 0.04 is smaller than alpha value of 0.05. Therefore, there is significant difference between family backgrounds in their intention to be entrepreneur. The result is assured the study of **Ahmed et al.** (2010), support of family and a perception that entrepreneurship would be a gratifying and attractive career option is related to stronger entrepreneurial intentions.

Conclusion

The purpose of this research was to examine whether our younger generation, specifically Manipur University students in this case, was inclined towards entrepreneurship. The study found that there was a strong entrepreneurial inclination among the students surveyed. This study finds out that there is a correlation between the factors of entrepreneurial intention. Which indicates personality traits was highly correlated with perceived behavioral control, attitude toward the behavior correlated with personality traits, perceived behavioral control and personal motivation. Personality traits correlated with personal motivation and perceived behavioral control correlated with personal motivation. This research has analysed the influence of different value priorities on the entrepreneurial intention. But it is cleared that there is a significant relationship among the factors of entrepreneurial intentions among university students. The study exhibited there is a significant difference between family backgrounds that affects the entrepreneurial intentions on the decision to start a new business. Finally, there is significant difference between family backgrounds in their intention to became entrepreneur. Future research should study these topics with a large sample size. Future research should also address the impact of entrepreneurship education on entrepreneurial leadership development among students.

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