

Entrepreneurship as a Career: How Significant does Students Intention?

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Abstract: The importance of entrepreneurship in generating economic growth had been widely acknowledged throughout the world. In the case of Malaysia, about 85% of the nation's income derives from entrepreneurship activities. For the purpose of sustaining entrepreneurship career, various initiatives had been done by the ministry of higher education in promoting to embark into entrepreneurship. Therefore, this study attempts to investigate student's intention towards entrepreneurship as a career among students in institution of higher learning. Data for this study was collected through self-administrated questionnaires and distributed through convenient sampling methods. A total of 300 samples of the study specifically involved students of UiTM (T). The finding of this study found that the social environment, curriculum factor and knowledge management are significant with entrepreneurial intention and the result for all independent variables shows positive relationship with dependent variable.

Key words: Student intention, social environment, curriculum, knowledge management, UiTM

INTRODUCTION

Interest in entrepreneurship has been growing around the world since the beginning of 1990s (Klofsten, 2000). Entrepreneurship is vital in creating and fulfilling a healthy economy (Nafukho and Muya, 2010). This is supported with the growth of entrepreneurship that significantly contributes to the development of countries economy (Dickson *et al.*, 2008). Entrepreneurship can provide a source of income when an economy cannot yet supply enough jobs opportunity to generate wages or salaries for society in the country. In order to managing economic towards entrepreneurial intention, it's essential to develop social acceptance from individuals who are willing to venturing their businesses.

Entrepreneurs are the people who have the skills and high initiatives, taking the risk to build new ideas in marketing their product and make the right decisions to ensure their ideas are profitable. The outcome from risks taken has a great potential to increase economic profits for entrepreneur. Entrepreneurs are not necessarily motivated by profit but regard it as a standard for measuring achievement or success. As an entrepreneur he or she need to lead their business with creative and innovative thinking in producing new or improving existing products to ensure their business remain successful.

The entrepreneurial career in the future might become more typical for the university graduate as they find

entrepreneurship is frequently recommended. However, the practical training and also understanding of the entrepreneurship should be given greater exposed in order to improve personal capabilities of the students. Such programs can assist student to enhance the positive entrepreneurial intention towards entrepreneurship in general.

Problem statement: Entrepreneurship has become an important agenda in the Malaysian education system when the Malaysian government has started to embark entrepreneurship activities among universities students. Entrepreneurship is a social process which individuals and teams create wealth by bringing together unique packages of resources to exploit marketplace opportunities to offer good product or services to their targeting customers (Kelley *et al.*, 2010). Fostering entrepreneurship among university students has become hot topic among entrepreneurship researchers. After graduation, students decide where their career will start. The entrepreneurial activities play quite important roles for person that have a strong belief, capabilities, creativity and enhance innovation to be successful entrepreneurship.

As been widely acknowledged, students at university until today still focused on the theoretical rather than imparting knowledge practically. In fact most of the college students are not familiar with entrepreneurial activities and they relatively failed to realize about the

important of entrepreneurship. For the purpose of familiarizing the entrepreneurship, the ministry of higher education need to strategically embark into entrepreneurship program for assisting students to learn, choose and involves in entrepreneurship. Choosing the right subject combination will lead the students to choose the right profession in order to make sure they are enjoying and happy with their potential entrepreneurship career (Shumba and Naong, 2012).

Several common factors need to be highlighted in order to create student intention with entrepreneurship could be social environment, curriculum and knowledge management factors. These factors will be examined for observing their influence for deciding to venture into entrepreneurship career.

Objectives and scope of study: The objectives of this study are to investigate the relationship of social environment, curriculum and knowledge management with student's intention towards entrepreneurship in UiTM Terengganu.

This study focused only on diploma and degree students from UiTM (T). The result of this study will only address issues within the university therefore it will not be used to generalize for other university in Malaysia. Representations of 300 respondents were selected to participate in this study.

Literature review

Student intention: Intention is a state of mind directing a person's attention toward a specific goal in order to achieve something (Ireland *et al.*, 2003). Now a days, fresh graduate from university also participate in entrepreneurship activities. They come from different field but still have awareness to become entrepreneurs. Furthermore, they choose to involve in entrepreneurship activities based on their past experience and due to inheritance value associate with family business.

Entrepreneurship intention can be developed in an individual since it is related to individual's characteristics of seeking opportunity, taking risks and giving tendency to push an idea through (Francis and Banning, 2001). Entrepreneurial intentions are the important variables to predict their entrepreneurial behaviours. Student intention which is similar to the concept like career orientation, started with building up the new entrepreneurship interest, shaping mental orientation such as desire, wish and hope which may influence the person to choose entrepreneurship as a career (Korunka *et al.*, 2003).

Self-efficacy may rely on its effect on variety of people behaviours. It is not enough if we only have skills but unable to use them well under certain situation, especially in the most difficult situation (Snowman and

Biehler, 2003). Individual's not only should has skill to be successful but a person must have a strong belief in his or her capabilities to exercise or control events to achieve a desired goal (Wood and Bandura, 1989).

Social environment: Social environment are playing importance role in influencing people to involve in entrepreneurship. The influence of idea on people, societies, values and cultures have always formed central and dynamics issues in the social sciences (Mansor and Ali, 2011). Those ideas actively play as a crucial role in maintaining social continuity in respond to changes in the outside world (Mansor and Mat, 2010).

Moreover, self-employment intentions are directly influenced by attitude and pressure from social norms which implies that self-confidence, is required to be self-employed. There are some people that have entrepreneurship mind set which is allows them to find opportunities overlooked by others and most nascent entrepreneurs need positive environmental influence and educational opportunities in order to generate ideas and develop successful new ventures (Mahajar and Yunus, 2012).

The intention of the student to be entrepreneur can be further increase due to the interaction with the surrounding. The environment creates significant influence for the student to choose entrepreneurship as careers (Leong, 2008). However, the rapid changes in social environments, family, friends and peer groups might not influence individuals in making decision for the entrepreneurship venturing (Lee *et al.*, 2012). Thus, the following hypothesis will be explored: There is a significant relationship between social environment and student's intention towards entrepreneurship

Curriculum factor: Curriculum on entrepreneurship education is one of the factors that can increase person intention to be an entrepreneur. This is supported based on the result from a study which indicated that exposure to the entrepreneurship education will increase entrepreneurship intention (Kadir *et al.*, 2012). They stated that students who had exposure to the proper entrepreneurship education will have positive image in choosing entrepreneurship as their career. The efficient way to obtaining necessary knowledge about entrepreneurship can be deliberately achievable due to educational support through professional education, for example, from the universities as well as other related training institutions. The statement is in line with the view that the school and education system play important role in predicting and developing entrepreneurial traits (Ibrahim and Soufani, 2002). Thus, the following

hypothesis will be explored: there is a significant relationship between of curriculum and students intention towards entrepreneurship.

Knowledge management: Knowledge management is one of the vast spectrum activities which involved the art of management, exchange, creation or enhancing intellectual asset. With effective knowledge management, the possibilities of improving work quality, updating latest information can be realized. Hence, the above process will further enhance problem solving; programming guideline and arriving at efficient decision making. Knowledge management is therefore vital for acquiring long term benefits in most organizations within most industrial sectors.

Recently, knowledge management can be examined from an entrepreneurial perspective. Entrepreneurial refers to those creative and innovative aspects of management and not only specific into small business but related to all businesses at various entrepreneurship dimensions. Scope of knowledge management is the concept of explicit and tacit knowledge that can be associated with the success of entrepreneurs (Alavi and Leidner, 2001).

Therefore, this study will covers social environment, curriculum and knowledge management as the factors that can give impact on student's intention to be an entrepreneur. Thus, the following hypothesis will be explored: There is a significant relationship between of knowledge management and students intention towards entrepreneurship

MATERIALS AND METHODS

Theoretical framework: The main interest of this study is to explore students intention towards entrepreneurship as a career based on 3 indicators; social environment, curriculum and knowledge management (Fig. 1).

Research design: Sampling design process of selecting the unit of analysis from the target population carefully observed the sample characteristic that can generalize the studied population. The process also involved both the design choice and sample size decision. In the execution activities the sampling procedure of using snowballing and convenience sampling was chosen to be the appropriate strategies for representing the properties of

sample characteristic. With the above sampling design it enabled the researchers to gather all required information to meet the objectives of the research investigation.

Data collection method and instrumentation: In order to determine the type of data needed to match the pre-set research design, the pre-formulated self-administered questionnaire was used as a method of data collection. This primary data collection procedure enabled students from the university to give their cooperation in filling up the distributed questionnaires.

RESULTS AND DISCUSSION

Reliability analysis: The reliability of a measure is established by testing for both consistency and stability. Consistency indicates how well the items measuring a concept hang together as set. For this study, researcher had performed the reliability analysis after entering all the 300 respondent's data. The result for the reliability test of this research is further discussed after observing the pilot analysis procedure and again during the actual data selected for the project.

From the result of the pilot study, it shows all the variables that had been used in this study can be accepted and all the questions are reliable for further analysis. There were no changes in number of items to be used in this study. Altogether, there were ten items which had initially been used use to measure variable on social environment factor. With the Cronbach alpha value of 0.879, though indicating some decrease computed during the pilot study (where the alpha for the pilot study was 0.920) but it still can be used because the range is still good and reliable.

For the next independent variables which are curriculum factor and knowledge management. There were ten items been formulated to measure each of these variables. The result of the analysis showing the alpha value of 0.886 and 0.902, respectively, therefore assumed to be consistent and reliable. There were ten item used to measure intention to be entrepreneur and the result indicated the alpha value of 0.923.

Frequency distribution: Frequency analysis is used to analyze the overall information of the respondent based on profile information. This study was carried out to investigate the intention to be entrepreneur from the perception of student. There were 300 respondents involved in this study. The result for the study is shown below.

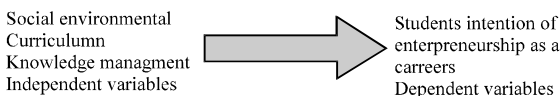


Fig. 1: Research framework

Table 1: Respondent's profile

Category	Percentage	Frequency
Gender		
Male	127	42.3
Female	173	57.7
Status		
Single	283	94.3
Married	12	4.0
Others	5	1.7
Course		
Diploma	180	60.0
Degree	120	40.0
Pocket money (RM)		
Below 300	208	69.3
500-800	37	12.3
801-1200	21	7.0
1201-1500	12	4.0
1501-1800	7	2.3
1801 and Above	15	5.0

Exchange rate: US 1 dollar = RM 4.2

Table 2: Pearson correlation coefficient for variables

Variables	Tests	A	B	C	D
Students	Pearson	1	0.509**	0.390**	0.541**
Intention	Correlation		0.000	0.000	0.000
A	Sig.(2 tailed)				

**Correlation is significant at the 0.01 level (2-tailed)

Table 1 showed the profile of the respondent for this study. Out of 300 respondents 57.7% were male and 42.3% female. As for the element of marital status, majority of the respondents were single (94.3%), followed by 4.0% make the composition of being married and others status represented by 1.7%. The highest percentage of respondents pocket money were largely represented by those having below RM 300 (69.3%), followed by those with RM 500-800 (12.3%), RM 801-1200 (7.0%), RM 1801 and above (5.0%), RM 1201-RM 1500 (4.0%) and a substantially small number having the amount of RM 1501-1800 (2.3%). The observation of program level displayed that most of the respondents were from the diploma program (60%) compared with degree program representing a total sample of 40%.

Correlation of coefficient: The analysis for correlation of coefficient was tested by using the Pearson correlation matrix since the used of the interval measurement of scale. The Pearson's scrutiny is appropriate to analyze this type of analysis (Sekaran and Bougie, 2010). The rules of thumb to characterize the strength of association between variables, based on the absolute size of the correlation of coefficient (Vaus, 2002) (Table 2).

Based on the above analysis, the result indicated that there were high moderate relationships between the independent variables of social factor and knowledge management with the entrepreneurial intention among students. However, for the independent variable of

Table 3: Exploring predictive power of the three independent variables on entrepreneurial intention

Summary		ANOVA				
R	R ²	Adj. R ²	Sig.	Dimensions	β	p-value
0.577	0.333	0.326	0.000	Social environment	0.304	0
				Curriculum	-1.060	0
				Knowledge management	0.406	0

curriculum factor with the entrepreneurial intention, it demonstrated the strength of moderate relationship between both of them. The result further revealed that all these three independent variables demonstrated that they were significant at Pearson value of 0.01 as showed by Table 3. Thus, H₁-H₃ can be assume to prevail.

Multiple regression analysis: Regression is another method for measuring the linear association between a dependent variable and independent variables. It also become as a subsequent after the Pearson correlation coefficient measure. As regression and correlation are closely related, regression assumes the dependent is predicatively linked to the independent. Regression analysis attempts to predict the values of a continuous, interval-scaled dependent variable from the specific values of the independent variable. Moreover, regression analysis is used in order to substantiate the hypotheses testing.

Based on Table 3, it seems that knowledge management provides a much stronger explanatory power and this can be exploited in ensuring students intention to be successful in the entrepreneurship. All the three independent variables, such as social factor, curriculum factor and knowledge management were able to explain 32.6% of their contribution towards entrepreneurial intention, meanwhile the remaining of 67.4% could be some other variables that had not be included in this study. The entire three variables, that have been selected in this study found to be significant at 0.000.

CONCLUSION

From overall studies that have been done, this research has achieved the objectives of describing the entrepreneurial intention among students in UiTM Dungun, Terengganu. As such by having awareness about entrepreneurial intention, it can help student to explore their potential in entrepreneurship. It is the attempt of this study to investigate, analyse and examine the relationship between dependent variable (entrepreneurial intention) with independent variable (social environment, curriculum and knowledge management).

The conclusion that can be conclude after analyse the data that we have, investigate and examine the

problem statement, there are positive relationship between dependent variable which is entrepreneurial intention among UiTM Terengganu students with independent variable which social environment, curriculum and knowledge management. In nutshell, researchers hope that this study will provide university students a useful knowledge to understand the factors such as social environment, curriculum factor and knowledge management will effect on intention to become entrepreneur.

As a recommendations, students should be acknowledge about entrepreneurial qualities and encourage them to improve and develop their qualities to become innovative and creative entrepreneur. One of the most effective ways to promote entrepreneurial intention among university students is through learning by doing like students setting up and running mini companies after they end their studies. From this ways, they have their own experience to create their own company (Shane and Vankataraman, 2000).

The Ministry of Higher Education also need to promote entrepreneurship skills through provides variety entrepreneurship training program to enhance knowledge, skill and abilities into producing different products and services. It's important to increases economic efficiencies, brings innovation to market, creates new jobs and sustains employment levels (Kuratko, 2005)

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