

## **A STUDY ON ENTREPRENEURIAL ATTITUDE AND INTENTION AMONG VARIOUS CATEGORIES OF STUDENTS**

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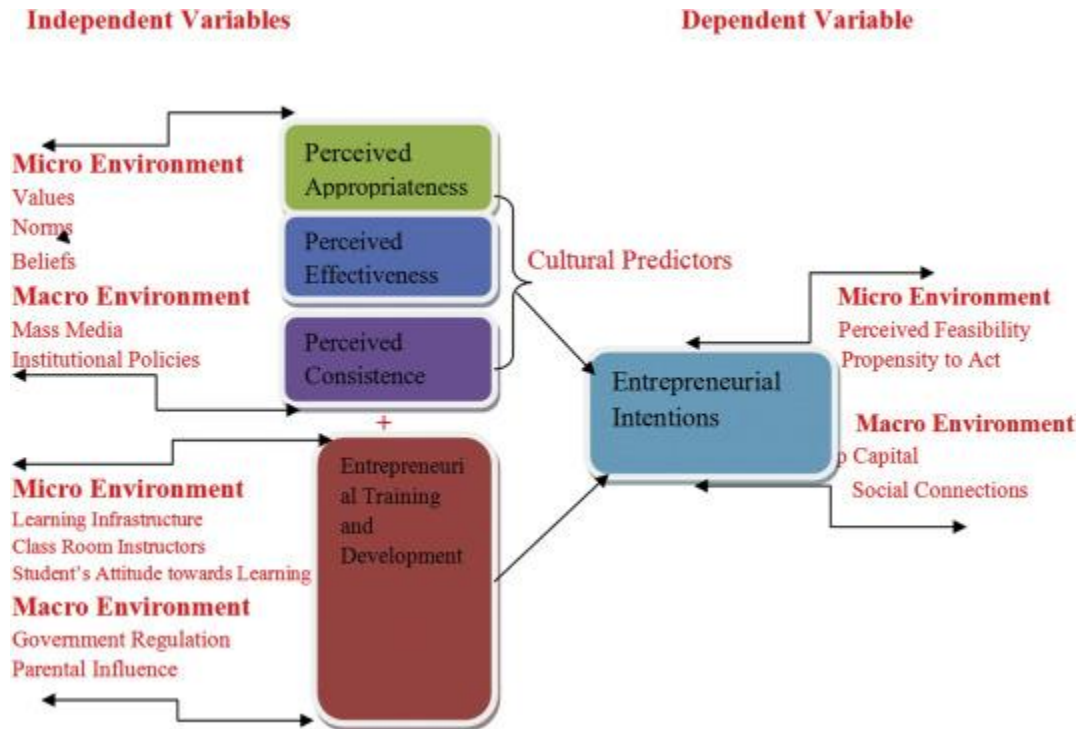
### **Abstract**

The expansion and development of the economy, as well as the innovativeness and quality of products, are both directly influenced by entrepreneurship, which plays an essential part in both of these areas. The promotion of capital formation, the establishment of large-scale job opportunities, the facilitation of balanced regional development, and the effective mobilization of capital and talent are some of the primary contributions that entrepreneurship provides to the economic growth of a country. Small and medium companies (SMEs) and entrepreneurial supply give an alternative answer for the expansion and development of economies that are unable to engage in capital-intensive and technologically advanced sectors. The aims of the study are to find out demographic characteristics of the various categories of the student respondents and to study the extent of awareness and the participation in entrepreneurial training programmes and to measure the relationship between the awareness and intention of the students towards the entrepreneurship. The study is qualitative in nature which has been conducted in Chennai city with the students studying higher educational institutions. 250 respondents are selected using simple random technique. The students from arts & Science College and engineering colleges in the Chennai City are purposively taken as sample for the study. The information are collected from them through Google forms. The data are analyzed with the help of SPSS. The researchers concluded that the awareness programmes and effort for making them practice during the college studies will have big impact on their intention to start the own businesses.

**Keywords:** Entrepreneurial Attitude, Students, Awareness level and training programmes

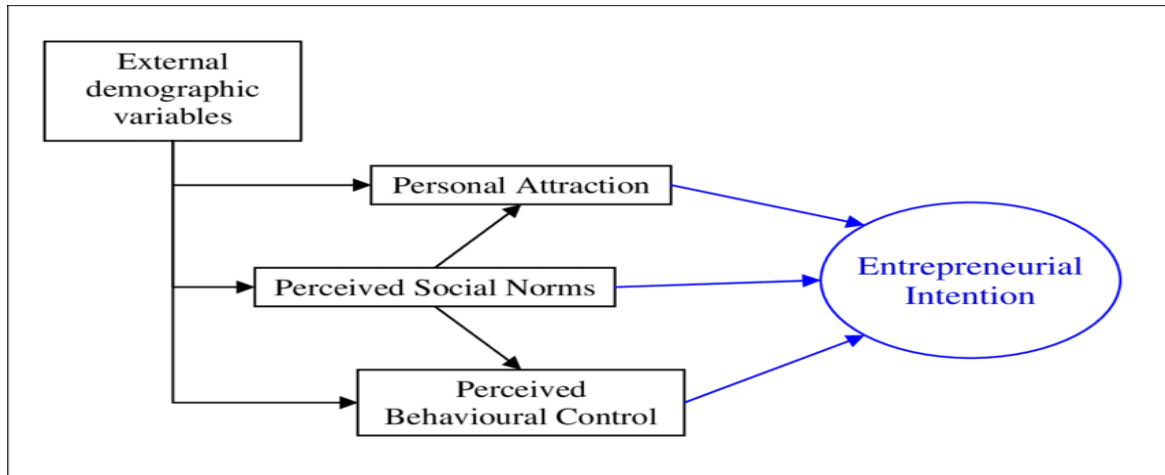
## **Introduction**

Entrepreneurship has taken on a greater relevance on a worldwide scale. This is due to the fact that entrepreneurial activity is the primary factor behind increased economic development. The fact that economically developed nations, such as the United States of America, Russia, and Japan, all have a long history of entrepreneurial activity lends credence to the proposition that economic growth is the inevitable result of such activity. Both the North American and South East Asian models have proved that the most important aspects for economic growth and development are the capability to promote and nurture entrepreneurial endeavours as well as the potential for encouraging and nurturing entrepreneurs. According to the International Labour Organization (ILO), there were around 75 million jobless young people across the world, and the global youth unemployment rate was anticipated to be 12.6%. (Report on youth employment and unemployment scenario, Ministry of Labour and Employment, Government of India, 2012-13). This allows for economies to continue to expand and develop. In the course of economic growth, entrepreneurship is beneficial since it helps to provide both direct and indirect job opportunities. They provide employment opportunities for millions of individuals both directly via self-employment as entrepreneurs and indirectly through the establishment of a large number of industrial units. It is a reality that is generally acknowledged that entrepreneurs who are both active and eager may explore the potentials of the resources that are accessible to them, including labour, cash, and technology. As an agent of change, they start new economic activity by pursuing new business projects and taking the initiative themselves. In every region of the world, the percentage of young unemployment has been steadily rising at an annual pace of more than 15 percent. According to a study published by the United Nations in 2000, the issue of youth unemployment is most severe in Asia, which is home to 54 percent of the world's population of young people without jobs. Because of the vital and substantial role that entrepreneurs played in the economic growth of developed nations, the people of developing and underdeveloped countries are now aware of the function that entrepreneurship plays in the process of economic development.

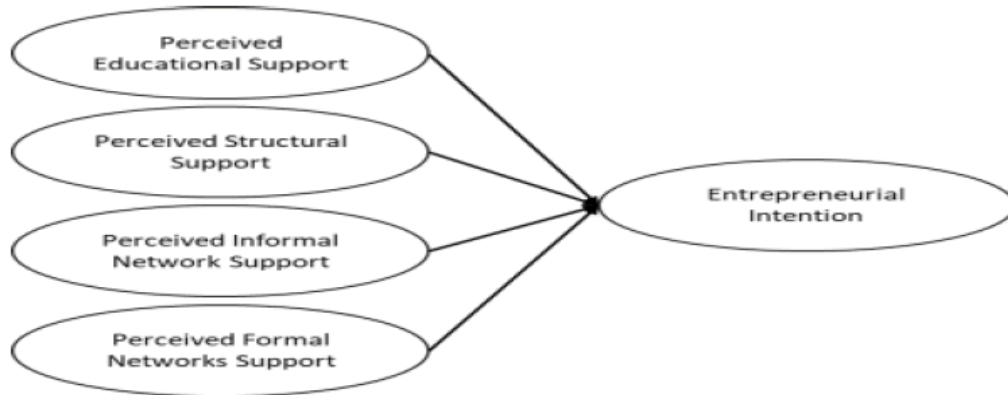


### Attitude orientation towards entrepreneurship

The primary role of the entrepreneur is to perform the job of a change agent in an economy that would otherwise be repetitious, there is a need for a positive attitude toward business ownership (Dana et al., 1999) [1]. Wiklund and Shepherd (2003) [2], an entrepreneurial mentality has a beneficial influence on the connection between knowledge-based resources and the pursuit of possibilities. Jantunen et al. (2005)[3] found that a person's mindset, when combined with their timely skills, has a beneficial influence on their entrepreneurial success. Empirical data was presented by Chen et al., (2009) [4] indicating that an entrepreneurial mentality was positively associated to students' intentions to launch their own firm. An understanding of the attitude and the factors that may affect it, such as educational background, is a critical step in the process of promoting greater entrepreneurial initiative. Given that attitude and intention are precursors of entrepreneurial action, this understanding is necessary in order to promote greater entrepreneurial initiative. (Ajzen 1991)[5].The inclination of an individual to maintain a favourable or negative personal appraisal of something is referred to as their attitude.



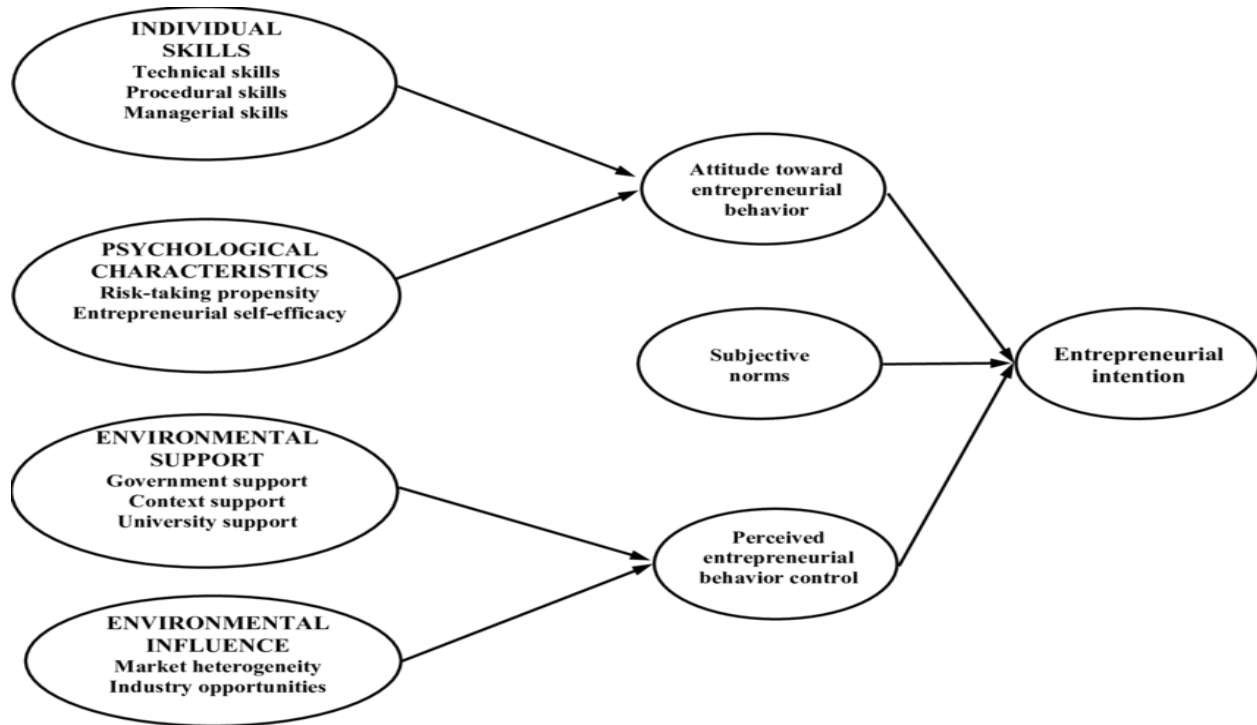
According to Webster's Third New International Dictionary of the English Language, an attitude is "a complicated mental condition involving ideas, emotions, values, and inclinations to behave in certain ways." The attitude of a person tends to change over time and in response to various circumstances as a result of an interaction process with their surrounding environment. This shift in attitude may provide insight into a person's potential future outcomes (Carlson, 1985)[6]. Shapero and Sokol (1982)[7], attitude has been shown to be connected with entrepreneurial purpose, particularly in regards to the perceived viability and attractiveness of the enterprise. Bird and Jelinek (1988)[8] made the observation that an entrepreneurial mindset has a way of affecting the actualization of an entrepreneurial objective. There are many different factors to having an entrepreneurial mindset and mentality. It is a widely held belief that people who want to live their lives with a high degree of personal freedom are more inclined to engage in entrepreneurial behaviour. In addition, an individual's disposition toward innovation is the primary factor in determining entrepreneurial behaviour, and a tendency for risk is likely to have an effect on the orientation of an entrepreneur. The Entrepreneurial Attitude Orientation (EAO) scale was developed by Robinson and colleagues in 1991 in order to assess an individual's entrepreneurial attitude. The scale was founded on the concepts of accomplishment, creativity, personal control, and self-esteem. Tangible results associated with the beginning of a business, innovation refers to taking action on activities, personal control refers to an individual's perception of control or influence over his or her business, and perceived self-esteem refers to an individual's sense of self-confidence in relation to their professional endeavours.



**FIGURE 1**  
**RESEARCH MODEL**

### **Importance of entrepreneurship in developed countries**

Schumpeter (1934)[9], entrepreneurship is the motor that propels the economy forward. According to Schumpeter, entrepreneurship is the driving force behind the economy due to the fact that a large supply of potential entrepreneurs is necessary for a well-functioning economy and an entrepreneur is able to transform a novel idea or invention into a commercially viable innovation. Schumpeter (1942)[10], "Everyone is an entrepreneur when he genuinely carries out novel combinations," which is a notion that has gained popularity in recent years. The process of discovering novel combinations of elements of production is an example of entrepreneurial discovery, which is the primary force behind economic growth. The firm of an innovative entrepreneur will consequently grow through the dual process of taking market share from existing suppliers and increasing overall demand for the products offered in the market by extending the boundaries of economic activity. These "new combinations" constitute better ways to meet existing demand or create new products, often rendering existing technologies and products obsolete in a "process of creative destruction." Therefore, the process of creative destruction is founded on dynamic, purposeful entrepreneurial activities to modify market structures, and it may be favourable for more prospects for innovation and financial gain. Evans (1942)[11] made the observation that entrepreneurs are responsible for the upkeep of societies' economic health, and their function is underlined in the development of opportunities via new businesses and the maintenance of current ones.

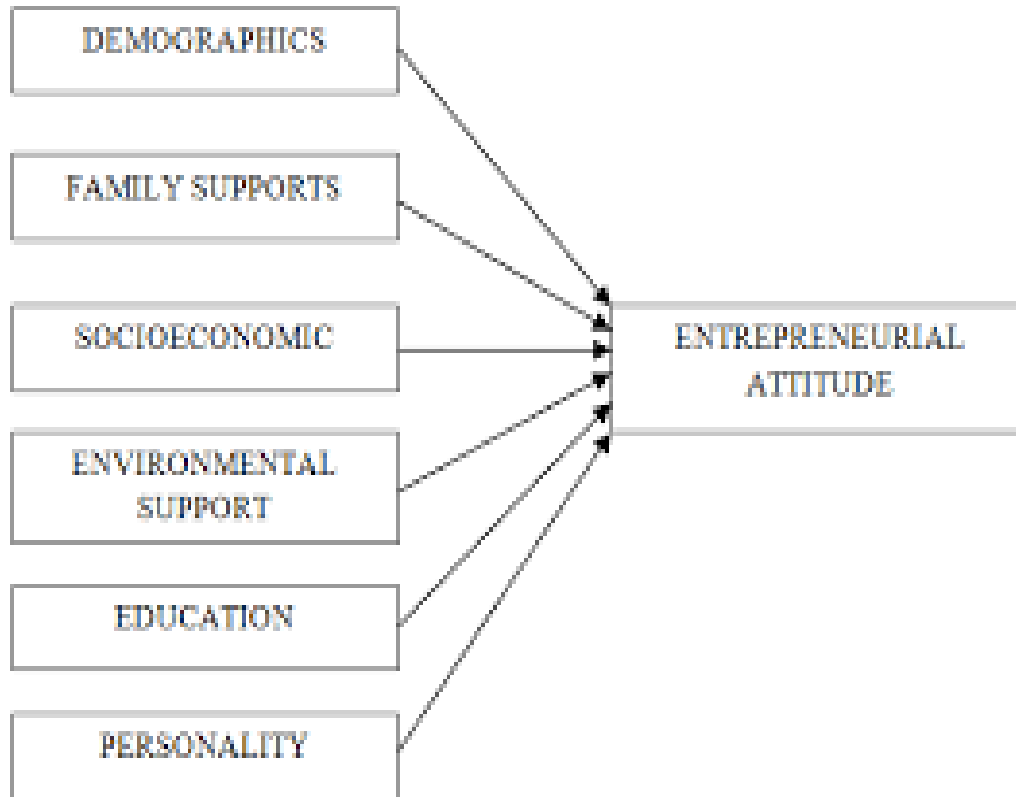


Becker (1964)[12], people who have greater or higher levels of human capital are able to reach higher levels of performance while carrying out activities that are relevant. The idea of human capital in its more broad sense has to be differentiated from the particular kind of human capital that is relevant to entrepreneurial endeavours. It has been hypothesized that the utility attained via self-employment plays a role in the choice to engage in entrepreneurial behaviour. Individuals who have a more favourable attitude toward entrepreneurship as well as better entrepreneurial ability have a greater likelihood of achieving higher levels of utility in self-employment (Douglas and Shepherd, 2000)[13]. From the point of view of entrepreneurship, it is hypothesized that people who have bigger amounts of human capital would have a better likelihood of pursuing and being successful in entrepreneurship-related undertakings. European Commission (2003), entrepreneurship is the process of recognizing an opportunity in order to capitalize on it and achieve value addition or economic success. The Global Entrepreneurship Monitor (GEM) (2004) emphasized the significance of entrepreneurship in the modern world. According to the Global Entrepreneurship Monitor (GEM), entrepreneurial activities in every nation improve economic development, job creation, investment, and overall growth via the application of knowledge, venture dynamics, and innovative thinking. Entrepreneurship is a significant driver of economic expansion, job creation, and new product and service development. It also improves product and service quality, fosters healthy competition, and makes economic viability more likely. In addition to this, it is a mechanism that individuals use to reach the economic and social mainstream of society, which contributes to the development of culture, the integration of populations, and social mobility. The critical contribution that entrepreneurship makes to the national economy by boosting economic efficiency, introducing

innovations to the market, generating new jobs, and maintaining varied levels of employment is the primary reason for the significance of entrepreneurial activity.

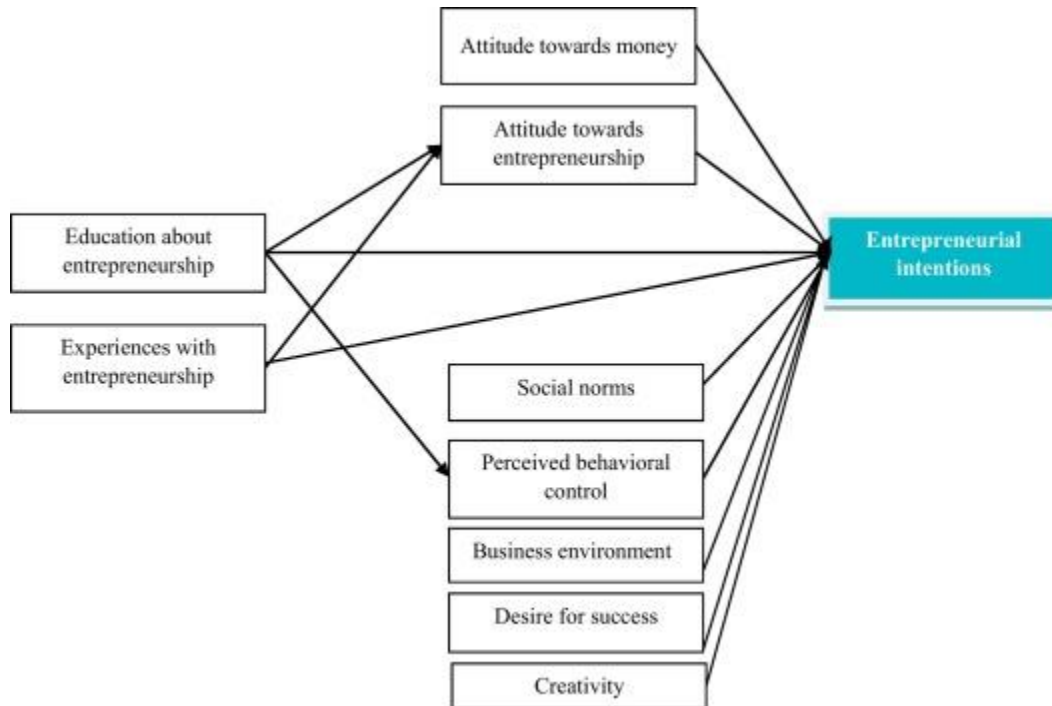
### **Need for the study**

In spite of the fact that entrepreneurial activity is critical to the expansion of the economy, the role of students in encouraging entrepreneurial activity is seldom taught in educational settings. 9 Therefore, a deeper knowledge of the variables that impact students and their ambition to start their own business might have theoretical as well as practical ramifications for those who decide policy. There was a lack of understanding regarding the factors that influence students' intention to become entrepreneur's relationship between entrepreneurial education and the entrepreneurial attitude and intention of students. Moreover, there was a lack of understanding regarding the factors that influence students' intention to become entrepreneurs. In addition, there are not many research that compare the levels of entrepreneurial mindset and intention among students who are enrolled in various types of programs (Wilson et al., 2004)[14]. Therefore, in order to acquire a complete knowledge of the connection between education and entrepreneurial attitude and entrepreneurial intention, more study that is more in-depth is required (Lepoutre et al., 2010)[15]. While more and more research is being published on the topic of entrepreneurship in India, there are still relatively studies that explain the relative impact of traits personality to the decision to pursue a career in entrepreneurship. The antecedents of entrepreneurial intention are currently lacking empirical data, despite the fact that entrepreneurial intention is a significant subfield within the science of entrepreneurship (Choo and Wong, 2006)[16]. Researching, locating, and inspiring individuals with an interest in starting their own businesses is one approach to solving the issue of increasing job options. To draw a connection, it is essential to evaluate one's disposition toward beginning a commercial enterprise as well as one's desire to commit to such activities at a later point in the process.



Students who were interested in obtaining an education in economics or management were compared to students who were interested in obtaining an education in technical or engineering fields by Remeikiene et al. (2013)[17]. The researchers looked at the students' entrepreneurial intentions. The findings demonstrated that students majoring in economics and mechanical engineering show comparable levels of interest in beginning their own businesses. In addition, research has shown that students majoring in economics had a more positive attitude about beginning a new firm than students majoring in mechanical engineering do. This was shown to be the case when the two groups were compared. Sundar et al.(2013)[18] investigated the degree to which engineering students are inclined to engage in entrepreneurial activity. In Chennai, there were a total of 810 male and female students who were in their last year of study. The determination of the research was to investigate the relationship between the tendency to engage in entrepreneurial activity and demographic parameters such as gender, community, area, family income, and birth order. It was found that the majority of male respondents expressed an interest in starting their own business, as opposed to the majority of female respondents. In addition, pupils who came from underdeveloped and the most underdeveloped parts of society had a greater interest in business ownership as a potential line of work. It was shown that the family income and the respondents' desire to start a business have a strong link, and that the respondents whose families are affiliated with an entrepreneur development cell had a greater degree of intention.





Prajapati and Biswas (2011)[19] investigated the influence that entrepreneurial demographic characteristics, such as age, experience, and education, as well as entrepreneurial network structure, such as size, density, and centrality, as well as entrepreneurial network types, such as competitive and supportive, have on a person's perception of their own subjective performance as an entrepreneur. The sample comprised of 148 micro and small businesses that were located in Gujarat and were part of a textile handicraft and handloom cluster. The application of regression analysis demonstrated that size, density, centrality, entrepreneur self-efficacy, competitive network, and supporting network all strongly predicted subjective performance. Collectively, these seven characteristics accounted for nearly 56% of the variation in the dependent variable. Shujahat Ali et al. (2012)[20] used a structural equation model approach to investigate the factors that influence college students' decisions to pursue careers in business and entrepreneurship in China and Pakistan. According to the findings of the research, students' perceptions of the business's attractiveness and feasibility both had an indirect influence on their intentions to start their own businesses. A history in running a family company has an indirect effect on the desire to start a business via its perceived attractiveness among the respondents in both countries. Using a sample of 650 students from different technical universities in Chennai. Nisha Ashokan and Jayashree (2012)[21] investigated the factors that influence students' decisions to pursue careers in business and entrepreneurship during their final year of study in professional programs such as engineering, management, and computer application. The vast majority of students enrolled in professional courses were men looking to further their management knowledge. According to the findings of the research, factors such as attractiveness and feasibility, personal motivation, role models, and institutional support had a

positive and substantial influence on the students' intents to start their own business while they were enrolled in professional courses.

### Objectives of the study

The aims of the study are

1. To find out demographic characteristics of the various categories of the student respondents
2. To study the extent of awareness and the participation in entrepreneurial training programmes
3. To measure the relationship between the awareness and intention of the students towards the entrepreneurship.

### Research Methodology

The study is qualitative in nature which has been conducted in Chennai city with the students studying higher educational institutions. 250 respondents are selected using simple random technique. The students from arts & Science College and engineering colleges in the Chennai City are purposively taken as sample for the study. The information are collected from them through Google forms. The data are analyzed with the help of SPSS.

### Findings and Results

1. Demographic characteristics

The students' perception towards the entrepreneurial intention may be influenced by their demographic nature. The respondents are grouped based on their age, gender, family size, income of the family, degree level studying, occupation of the parent and the educational stream studied. The distribution of the respondents are given below. For the age group, the students are group as young (less than 18 years), middle age (18 and 20) and old age (more than 20 years). For family size, the respondents from a family having 4 or less number of members are considered as small family and the rest of the respondents having more than 4 members in their family called big family. Further, the respondents are grouped based on their annual family income as low income group (less than Rs. 5 lakhs pa), middle income (from Rs. 5 lakhs to 10 lakhs) and high income group (more than Rs. 10 lakhs).

Table 1: Demographic nature of the respondents

Nature		N	Percent
Age	Young	74	29.6
	Middle	110	44.0
	Old	66	26.4
Gender	Boys	114	45.6
	Girls	136	54.4
Family size	Small	162	64.8
	Big	88	35.2

Income group	Low	78	31.2
	Middle	125	50.0
	High	47	18.8
Degree level	UG	167	66.8
	PG	83	33.2
Occupation of the parents	Prt Employed	104	41.6
	Govt employee	39	15.6
	Farmer	27	10.8
	Business	18	7.2
	Others	62	24.8
Stream	Arts	98	39.2
	Science	112	44.8
	Engineering	40	16.0

The above table shows that 74 (29.6) of the respondents belong to the young age group, 110 (44.0%) are from the middle age group and 66 (26.4%) respondents are from the old age group. Out of 250 students respondents, 114 (45.6%) are boys and 136 (54.4%) are girls. 162 (64.8%) respondents are belong to the small family and 88 (35.2%) are from the big family. According to the income of the family, 78 (31.2%) respondents are found from the low income group, 125 (50.0%) belong to the middle income group and 47 (18.8%) are from the high income group. The respondents based on their Degree level (level of graduation) i.e., UG and PG show that 167 (66.8%) are undergraduates and 83 (33.2%) doing post graduation. The respondents classification according to their parents occupation shows that 104 (41.6%) respondents parents are working in private organizations and 39 (15.6%) respondents' parents are government employees. 27 (10.8%) are doing agriculture, 18 (7.2%) are self-employed and 62 (24.8%) are from others category which consisting professionals, etc. Out of the students from arts and science college and engineering college are taken, it is found that 98 (39.2%) are arts students, 112 (44.8%) are science and 40 (16.0%) are engineering students.

## 2. Awareness level

The awareness level of the students regarding to the entrepreneurial opportunity is very important as it motivates them to start a business. The awareness includes the knowledge including viability, essentials, risk related and benefits in promoting their business. This awareness level may differ according to their nature. The following table shows the relationship between the nature of the students and their level of awareness.

Table 2: Awareness of the respondents

Demographic variables		N	Mean	Std. Deviation	Result	Sig.
Age group	Young	74	19.2703	4.57299	0.316 (F)	0.729
	Middle	110	19.8182	4.56187		

	Old	66	19.5455	4.71065		
Gender	Boys	114	18.9211	4.94956	-2.104 (Z)	0.036
	Girls	136	20.1397	4.20788		
FS	Small	162	19.3642	4.42151	-1.419 (Z)	0.157
	Big	88	20.1932	4.39660		
Income group	Low	78	19.1795	4.93001	1.166 (F)	0.313
	Middle	125	20.0800	4.32286		
	High	47	19.3191	3.71312		
Degree level	UG	167	19.3832	4.23658	0.980 (Z)	0.328
	PG	83	19.9880	5.23938		
Occupation	Prt Employed	104	19.4904	4.56877	0.348 (F)	0.845
	Govt employee	39	19.5128	4.63892		
	Farmer	27	20.2593	3.99608		
	Business	18	20.5000	3.55213		
	Others	62	19.5161	4.51497		
Stream	Arts	98	20.2143	4.23352	2.721 (F)	0.068
	Science	112	18.9375	4.50481		
	Engineering	40	20.3000	4.45030		
Total		250	19.6560	4.42175		

The Table 2 shows the significant difference in the mean of awareness according to the nature of the respondents indicating their significant relationship. Among the different age groups, middle age group respondents are highly aware (19.8182) than young and old age group respondents. But the result of ANOVA (F- 0.316) shows that the difference in the means is not significant. It is concluded that there is no much difference in awareness across different age groups.

The awareness of the girls to be entrepreneurs (20.1397) is greater than the boys (18.9211) and the difference is significant ( $p=0.036 < 0.050$ ). The z score is less than -1.96 (-2.104) indicates that the girls are more aware than boys.

The awareness based on the size of the family reveals that the respondents from the big family (20.1932) have high mean than the respondents of small family (19.3642). But the Z (-1.419) is not significant ( $p=0.157$ ). It is understood that the awareness of the students does not differ according to the size of the family.

The family income of the respondents shows that the students from the middle income group are highly aware (20.0800) than other income groups. The result from F value (1.166) indicates a significant difference ( $p=0.313$ ). This is observed from the result that the awareness of the students does not differ significantly according to their family annual income.

The students' awareness according to their level of graduation is shows that the students from the post graduate programs are highly aware (19.9880) than the under graduate students (19.3832). But the result of the Z test shows that the difference is not significant ( $p=0.328$ ).

According to the occupation of the parents, the awareness of the students could vary. In this context, the relationship between the occupation of the parents and the awareness toward the entrepreneurship is studied. The above table shows that the awareness of the students whose parents are businessmen is higher (20.2593). But the result of the ANOVA shows that the F value (0.348) is not significant (p-0.845). It is arrived from the result that the awareness of the students does not vary according to the occupation of the parents.

The students' awareness may vary based on the academic program they study. Hence, the stream of study (arts, science, or engineering) is considered for the study. The result indicates that the awareness of the studying in the engineering programmes is (20.3000) higher than other students. But the result from the ANOVA does not reveal that the difference is significant. The calculated F value (2.721) is less than the critical value. It is concluded that the awareness of the students does not differ significantly according to the academic stream they study.

### 3. Entrepreneurial intention

It is assumed that the entrepreneurial intention of the students would be based on their level awareness towards the entrepreneurship. Hence, the relationship between the awareness and the intention is analysed.

Table 3: Entrepreneurial awareness and intension

Factors	N	Mean	Std. Deviation
Awareness	250	19.6560	4.42175
Intention	250	17.4440	3.81169

The descriptive statistics show that the mean of awareness is 19.6560 and standard deviation is 19.6560. The mean of intention is 17.4440 and the standard deviation is 17.4440. It Shows that the intention is less than the awareness but the deviation in the intention among the respondents is less. The relationship between the awareness and the intention is measured with the help of Pearson Correlation. It is given below.

Table 4: Relationship between the awareness and intention

Factors		Awareness	Intention
Awareness	Pearson Correlation	1	0.172**
	Sig. (2-tailed)		0.006
	N	250	250
Intention	Pearson Correlation	0.172**	1
	Sig. (2-tailed)	0.006	
	N	250	250

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

The Table 4 reveals a significant relationship between the awareness and the intention. The correlation value is positive (0.172) and significant at 1% level. The p value is 0.006 (<0.010). Hence, it is concluded from the result that the awareness of the students towards the

entrepreneurship highly positive influence on the intention. It is concluded that the awareness programmes and effort for making them practice during the college studies will have big impact on their intention to start the own businesses.

## Conclusion

Entrepreneurship is a strong pillar that can be used to benefit society in a variety of ways. It can bring about economic growth via the creation of employment and investment. The findings of the research should give institutions with some useful pointers to consider when thinking about student trends and entrepreneurial activity. The researchers concluded that the awareness programmes and effort for making them practice during the college studies will have big impact on their intention to start the own businesses. The research has the potential to contribute to efforts to combat the issue of unemployment, especially among those in their younger years. Because a person's attitude is something that can change both from one set of circumstances to another and over the course of their lifetime, there is a demanding need for researchers to carry out more longitudinal studies that investigate attitudes towards entrepreneurship held by students. In conclusion, the same model might be used to other emerging environments in order to verify the generality of the findings even further.

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