

INTENTIONS TOWARDS SOCIAL ENTREPRENEURSHIP AMONG UNIVERSITY STUDENTS IN TAMILNADU

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Abstract

Social business enterprise is the capacity to be a specialist of progress for different financial, social and political issues at neighborhood and worldwide levels. It is trusted that introduction of young to social entrepreneurial hypotheses and practice in establishments of advanced education can affect this change. The understudies in different colleges outfitted with learning and aptitudes that they picked up, with the help of entrepreneurial culture and condition while in grounds may assist them with choosing social enterprise as a vocation alternative after their formal instruction. In this scenery, this exploration intends to distinguish the levels of entrepreneurial aims and social business enterprise among University understudies. An example of 150 college understudies the nation over was incorporated into the examination. Factor examination was utilized to recognize factors that impact social enterprise aims. Five elements which impact social business expectations were distinguished - social enterprise intrigue, entrepreneurial state of mind, proactive identity, enterprise training and saw conduct control. Moreover, connection examination was directed to explore the relationship among social business enterprise expectations factors. The outcomes were huge which showed that there was a positive straight between factor affiliations.

Keywords: Entrepreneurship; Career Intentions; Entrepreneurship Education; Social Entrepreneurship.

1. Introduction

Business enterprise is the dynamic strategy for making dynamic riches. The riches is framed by individuals who are prepared to go out on a limb as far as value, time or give an incentive for a couple of item or administration. Enterprise is the making of little to medium organizations, assumes a noteworthy job in making riches for the individual, ascent in business openings, enhancing nature of living, and gives stage to advancement, and increment in efficiency in any nation. Appropriation of business enterprise among college understudies has turned into a huge point among enterprise specialists. The college is a foundation, wherever understudies pass on toward next phase of working life. Directly after the graduation, understudies choose how to go ahead with their life.

The entrepreneurial activities assume a key job in building up a nation's monetary and social prosperity.

A business visionary might be a man who looks for changes of life and condition around him, and to utilize the change as an opportunity to advance. With adequate necessity of capital, training and claim development, insight, vigorous is changed into an expert business person.

A social business visionary recognizes executable answers for social issues by uniting advancement and possibility. They draw upon shrewd reasoning in each the business and philanthropic universes and work by and large assortments of associations. In the course of recent years, the social area has found what the business realized long back, there's nothing as intense as a substitution plan inside the hands of an essential class business visionary.

Social business visionaries are secured with their thoughts, and giving their lives to regularly altering the course of their field. They are visionaries, anyway furthermore pragmatists, and territory unit eventually included with the sensible execution of their vision particularly else. Social business people present simple, graspable, and moral thoughts that have collaboration boundless help in order to boost the amount of subjects that may rise, grab their arrangement, and execute it. Social enterprise is that the method for disappointments with fiscally maintainable developments designed for recognizing social issues has risen.

It's a replacement breed of entrepreneurship that exhibits characteristics of nonprofits, government, and businesses together with applying to social problem-solving traditional; private sector entrepreneurs target innovation, risk-taking, and large-scale transformation. Dedicated to supply social price, these entrepreneurs establish new processes, services and product, or exclusive ways in which of mixing verified observe with innovation to deal with complicated social issues.

In this exploration, an endeavor is made to comprehend the expectations of college understudies seeing social business enterprise as a future vocation of decision. Moreover, this examination likewise endeavors to comprehend the difficulties saw to attempt social enterprise as a profession decision among college understudies in India.

2. Review of Literature

An examination about the states of mind of the adolescent in India by Agarwal and Upadhyay (2009) recognized family foundation and instructive capabilities as key measurements of entrepreneurial expectations. The creators recommend that entrepreneurial goals have for quite some time been built up as vital for the procedure of business enterprise since they give the stimulus to entrepreneurial plans to wind up showed.

Ahmed et al (2010) presumed that it is hard to separate business person from nonentrepreneur based on age, sexual orientation or entrepreneurial back ground, as the discoveries propose that there is no huge connection between these factors and goals to wind up business person. Be that as it may, family foundation and level of instruction made a difference while meaning to wind up a business person. Understudies in senior classes are more disposed towards business on account of their more elevated amounts of information and functional introduction with the field and market.

Maalu (2012) investigated the impression of open auxiliary understudies in Nairobi seeing business enterprise as a profession. The discoveries uncovered that greater part of understudies' openly optional schools in Nairobi had a positive view of enterprise as a vocation. While larger part of them showed that they would need to seek after a profession in business enterprise subsequent to finishing school, a few elements developed as conceivable boundaries to their entrance into enterprise. Larger part of understudies apparent inadequacy of assets, hardened rivalry and lacking information on the best way to maintain the business as real difficulties.

Lorz (2011) connected the hypothesis of arranged conduct to enterprise instruction. Starting outcomes from the subjective investigation of the entrepreneurial-trigger occasions proposed a conceivable mix of the hypothesis of arranged conduct and components of the entrepreneurial occasion demonstrate. Entrepreneurial trigger-occasions may speak to the tipping point for those understudies with an officially high entrepreneurial aim to transform thoughts into the real world and end up independently employed. Having finished this examination, the creator trusts that business enterprise instruction is still of significant significance for encouraging business enterprise

Mueller and Neck (2010) recommend that customary business enterprise courses offer the basic range of abilities for every entrepreneurial endeavor paying little respect to type. The creators battle that the substance in business enterprise course does not require redundancy in social business enterprise classes. Or maybe, social enterprise classes should center around the particular issues revealed in the exploration, for example, social effect, adjusting individual qualities and interests to the entrepreneurial conduct and

adjusting social and monetary parts of business. The individual qualities and interests classification involves reasons mirroring the conviction that with entrepreneurial activities one can act as indicated by close to home estimations, thought processes, interests, and interests.

Nga and Shamuganathan (2010) found that specific identity qualities, for example, pleasantness, receptiveness and good faith apply an impact on social business enterprise measurements. The ramifications of how the improvement of character and social business enterprise can be instilled through understudy focused learning and deep rooted learning had been featured in the examination.

A study by Nian et al, (2014) provides an important exploratory analysis for entrepreneurship education. The authors argue that an entrepreneurship education should not only provide theoretical knowledge but also be able to assist the students on establishing an entrepreneurship mind set through developing entrepreneurial skills, behaviors and attitudes. The results show the entrepreneurship education in the higher learning institutions has a positive perception of the students towards entrepreneurship education.

Salamzadeh et al (2013) found that numerous college undergraduates know about the idea of business enterprise. Anyway the comprehension about business enterprise was observed to be higher among undergraduates who have accepted business enterprise as a course. There was some perplexity about social business and just generally frail familiarity with national social business people. Ends drawn propose that there is a need to create social enterprise instruction in advanced education.

Tiwari et al (2017) examined the vocation advancement hypothesis system utilizing an example of undergraduates from a mechanical college in India. They found that individual objective setting and duty towards society has coordinate ramifications for the development of social ventures. This has suggestions for preparing and improvement comfortable youthful age amid school and college level and making a social entrepreneurial culture in the general public to upgrade inspiration towards social business enterprise.

Greater part of the creators reason that social enterprise encapsulates components of both customary business enterprise with its emphasis on circumstance acknowledgment and misuse of monetary esteem and social measurements of social business enterprise which underline social esteem creation (Shane and Venkataraman 2000).

3. Research Methodology

The point of the examination was to distinguish the social business enterprise expectations among college understudies. With the point of distinguishing social enterprise goals among college understudies, the objective populace for the investigation included some particular college understudies. The example was drawn from shifts colleges in India. The example comprised of 150 understudies who were going to conclusive year of their course. The procedure of information accumulation utilized in this investigation included leading a writing study and managing a poll. A writing study on social business enterprise goal was led so as to recognize factors that decide social business enterprise aims.

The poll comprised of three areas. The primary area caught the statistic profile of the respondents. The two and three segments contained inquiries with respect to social business enterprise expectations and saw imperatives to begin social undertakings. Utilizing different things in the survey, a sum of five components were distinguished. They are social entrepreneurial aim (9 things), entrepreneurial disposition (10 things), imaginativeness (4 things), entrepreneurial learning (7 things) and locus of control (8 things).

4. Analysis and Discussion

In this section, the results of the analysis were presented. Firstly, demographic profile of the respondents is presented. This is followed by other analyses.

Demographic Variable	Parameters	Frequency	Percentage
Gender	Male	92	61
	Female	58	39
		150	100
Age	17 – 20 Years	11	2
	21 - 24 Years	68	56
	25 - 28 Years	28	16
	29 – 32 Years	27	14
	Above – 32 Years	16	12
		150	100
Educational qualification	B.B.A	28	12
	M.B.A	54	42
	M.Phil	8	3
	PhD	54	42
	Others	6	1
		150	100
Type of Schooling	State Board	56	37

	CBSE	8	5
	International	60	40
	Montessori	4	3
	Others	22	15
		150	100

Table 1 exhibits a synopsis of the statistic profile of the respondents. It very well may be noticed that about 60 for every penny of the respondents are male while 40 for each penny are female. This is tuned in to the general assorted variety patterns among Indian foundations. Dominant part of the respondents is either graduate understudies or post-graduate understudies and fall into the age gathering of 20-25 years. It can likewise be noticed that larger part of the respondents are seeking after either building or administration mirroring the present inclinations of Indian understudies.

Table 2 gives a record of the illustrative insights for the five elements incorporated into the exploration. It very well may be seen that having an enthusiasm for social business enterprise is the most critical factor that decides the goals of college understudies towards social enterprise in India. This is trailed by different variables like proactive identity and introduction to scholastic courses in

N=110	Minimum	Maximum	Mean
Entrepreneurial intention	2	5	3.96
Entrepreneurial attitude	2	5	3.55
Innovativeness	2	5	3.91
Entrepreneurial knowledge	3	5	3.68
Locus of control	2	5	3.57

Table 3 presents the results of the reliability test. Reliability is defined as the extent to which a measuring instrument consistently reflects the variable that it is measuring. In research literature, Cronbach's alpha is the most common measure of scale reliability. Generally, acceptable Cronbach's alpha values range from 0.7 and above. Values below 0.7 indicate an unreliable scale. The overall Cronbach's alpha coefficient for this study was 0.867, which indicated good internal consistency of social entrepreneurship intentions scale used in the study. The Cronbach's alpha values for the five individual factors ranged from 0.5 to 0.9. Alpha values for Factors 1 to 3 were above the acceptable value of 0.7 and, therefore, indicated good internal consistency. Alpha values for Factors 4 and 5 were marginally acceptable.

Factor	Cronbach's alpha	Number of items
Entrepreneurial intention	0.835	11
Entrepreneurial attitude	0.762	10
Innovativeness	0.71	8
Entrepreneurial knowledge	0.604	5
Locus of control	0.527	7

Table 4 presents the results of the correlation analysis. The table shows that social entrepreneurial interests showed a moderate relationship with Innovativeness ($r= 0.479, p<0.01$), entrepreneurial attitude ($r= 0.451; p <0.01$), locus of control ($r=0.439 p<0.01$) and entrepreneurial knowledge ($r=0.335 p<0.01$).

	EI	EA	I	EK	LC
Entrepreneurial intention	1				
Entrepreneurial attitude	.451**	1			
Innovativeness	.479**	.296**	1		
Entrepreneurial knowledge	.335**	.674**	.237*	1	
Locus of control	.439**	0.081	.519**	0.11	1

** . Correlation is significant at the 0.01 level (2-tailed).
* . Correlation is significant at the 0.05 level (2-tailed).

Entrepreneurial attitude had a strong relationship with entrepreneurship education ($r=0.674 p<0.01$) and weak relationship with Proactive personality ($r=0.296, p<0.01$). Proactive personality also had a weak correlation with entrepreneurship education ($r= 0.237, p<0.01$) and a strong relationship with Perceived behavioral control ($r=0.519, p<0.01$). Entrepreneurship education had a weak relationship with Perceived behavioral control ($r=0.114$).

5. Conclusions

The discoveries of this exploration demonstrate that there are five main considerations that impact the social enterprise expectations among college understudies, for example, social entrepreneurial intrigue, entrepreneurial state of mind, proactive identity, business enterprise instruction, saw conduct control. Out of these initial three components were recognized generally essential.

Social entrepreneurial interests demonstrated a direct association with proactive identity, entrepreneurial demeanor, saw conduct control and business instruction. The examination additionally distinguished three elements which imperatives the expectation of understudies towards beginning of social business enterprise specifically, dread of

hazard, absence of monetary and good help and absence of information about social business enterprise. Out of that dread of hazard was distinguished as the one of the principle limitations for understudies.

These discoveries feature the need to inspire and manage those understudies that want to begin their very own organizations of a social sort. In view of the discoveries of this examination, it is suggested that colleges should manage understudies who seek to be social business visionaries to understand their objective. Social business enterprise has ended up being a promising and vital worldwide wonder that absolutely merits thorough scholastic consideration. Expanded levels of entrepreneurial movement, especially social business enterprise, will destroy elevated amounts of joblessness and enhance the lives of individuals in the public arena.

The colleges ought to include in a beginning time to give business enterprise instruction on to build familiarity with understudies about business, forming their state of mind toward the conduct and improving their apparent social control and identity qualities. Colleges will compose more entrepreneurial-related exercises or projects and workshops that will give chances to understudies to include in dealing with their own business and get earlier business encounter

The requirements that frustrate their enthusiasm towards social enterprise ought to be killed. The family, associates and educators ought to empower and propel the understudies who thinks of inventive thoughts and ought to offer help to the individuals who truly need to accomplish their objectives.

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