

A Theoretical Review on Intention and Perception of University Students towards Entrepreneurship Program

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Abstract: Entrepreneurship is one of the main generators of economic growth which helps in employment of young educated people. Entrepreneurship perceptions and entrepreneurship intention present the advantages and key factors in further development of entrepreneurship of any university. Students are the generators of future development and their perceptions and attitudes of entrepreneurship could considerably determinate the future business activity. Intentions provided to be the best predictor of planned behavior, particularly when that behavior is rare, hard to observe, or involves unpredictable time lags. Meanwhile, the perception can be identify through the external factors of the students towards the entrepreneurial activities and programs held by university. Therefore, it is necessary to understand the process of student's intentions towards entrepreneurship and several important factors that significantly influence on student entrepreneurship perception on this field. The objective of this conceptual study is to identify the factors that contribute to the main intention and perception students towards entrepreneurship program. Besides, this study will enhance the theoretical framework of intention and perception towards entrepreneurship among university students and the various factors that form the students' perspectives on entrepreneurship programs.

Keywords: *University Students, Entrepreneurship, Intention, Perception towards Entrepreneurship*

BACKGROUND

The constant increases of uncertain in the economy, organizations and government reduction in staff strength, and a declining number of company recruitment specialists on the budgetary framework have encouraged the appeal for entrepreneurship and new venture creation. This phenomena inspired to self-employed especially among the youth. Thereby, generating a productive development and advancement in a business environment will the rescue for the general unemployment in the economy of any nation [1]. The relevance of the students and young people in any economy cannot be underestimated since they are said to be the future and the determinant of economic viability of a nation. Once the young people understand the importance of entrepreneurship and ready to venture into business, the unemployment rate can be reduced

and the economy will experience an increase in growth. Today, students are generators of future development, their insights and attitudes on entrepreneurship could considerably determinate the future business activities.

Entrepreneurship is one of the main generators of economic growth which helps in employment of young educated people. This entrepreneurship skills mostly are build in school and university level [2]. It is to observed that the intention and perception of student towards the university program will show their interest in entrepreneurship field to self-employed and business environment in long term duration. However, it is depended on how far is the student intention and perception towards programs provided by university to enhance their skills and preparation to their self-employed world.

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This theoretical study seeks to identify and understand the perspective of student's intention to be involved in entrepreneurship program. Therefore, this study also will identify the factors that create the perception of students towards the entrepreneurship program organise by their university.

Objectives

The objective of the study is to come out with the theoretical of intentions and perception factors that influence the university students to get involve in entrepreneurship program.

RESEARCH METHODOLOGY

The study adopted a qualitative research approach with a literature research in theoretical of intention and perception of student towards entrepreneurship program. The model and theoretical framework are adopted from the previous research to create a framework of intention and perception of students towards entrepreneurship program.

FINDINGS

Intention

Intentions provided to be the best predictor of planned behaviour, particularly when that behaviour is rare, hard to observe, or involves unpredictable time lags. Previous studies that had examined students' intention to be entrepreneurs mainly focused on demographic factors such as age, gender, education level and family background [3]. Others examined students' intention to become entrepreneurs in relation to perceived behaviour control, perceived support and perceived barriers [4]. Figure 1 show that the demographic variable and contextual elements as a factors which interpret the intention and perception of student towards entrepreneurship. The contextual elements refers to capital as a start-up criteria to involve in business, university intervention to help the student, familiarity or social network to build their skill and risk tolerance in advance to face the challenging task during self-employed.

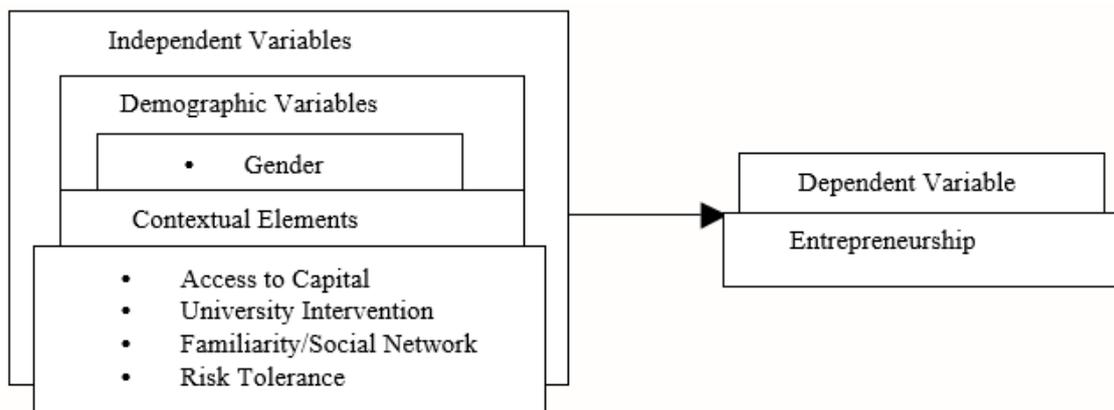


Figure 1: Intention and perception towards entrepreneurship Model by Obembe, Otesile, and Ukpong[5]

Besides, previous studies that had examined students' intention to be entrepreneurs mainly focused on demographic factors such as age, gender, education level and family background [3]. Others examined students' intention to become entrepreneurs in relation to perceived behaviour control, perceived support and perceived barriers [4]. Based on Langer et al, [6], two relevant models of students' entrepreneurial intent and perception could be identified (Figure 2). Both are starting from the assumption that entrepreneurial activity is the result of intentional behaviour. Attitudes are supposed to

be very good predictors of intentions, along with subjective norms, perceived self-efficacy and feasibility of the planned entrepreneurial venture. There have been previous validations and applications of the model in the empirical research of youth entrepreneurial intentions consider the perceived environmental conditions to be the fundamental driver of the entrepreneurial intentions (along with individual attitudes), which leads to the need to examine the students' perception of the role of entrepreneurship in the society.

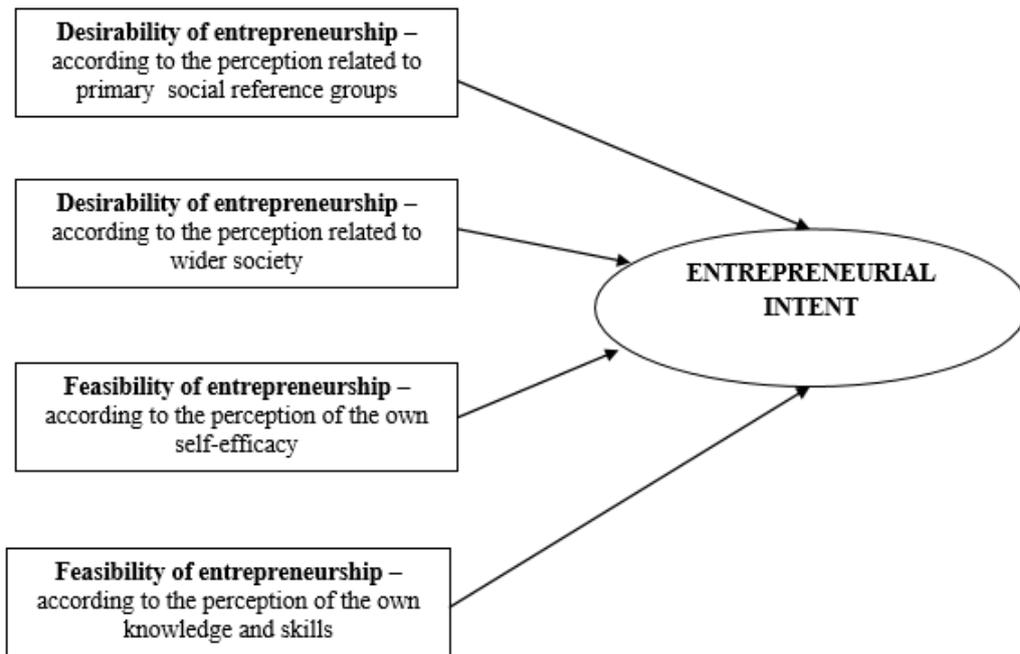


Figure 2: Entrepreneurial Intent among Student by Langer et al. [6]

The demographic characteristics and family business background

Previous research has established many generalise factors, leading to the entrepreneurial intention. Carr & Sequeira [7] have shown that the previous exposure to entrepreneurship, especially in the context of being raised in an entrepreneurial family, significantly influences attitudes toward entrepreneurship. In addition, many previous research has been suggested the influence of demographic and family background on individual’s

inclination towards entrepreneurship (for example Koh [8]; Koh [9]; Reitan [10]; Breen [11]; Lin, Picot et al. [12]; Dunn [13]; Smith [14]; Veciana, Aponte et al. [15]; Kirkwood [16]). The common premise is that a good influence brought by family as well as personal own experiences about entrepreneurship would contribute to higher entrepreneurial inclination. Table 1 summarized the research that have been scholarly conducted on the demographic characteristics as well as the family business background on entrepreneurship.

Characteristic	Research By
Gender	Ghazali, Ghosh, & Tay [17] ; Kourilsky and Walstad [18]; Wong, & Wang [19]; Dunn [13] ; Seet and Seet [20]
Ethnicity	Blau [21]; Wang and Wong [19] ; Othman, Ghazali, & Cheng [22]
Religion	Adas [23]; Graafland, Mazereeuw, & Yahia [24]
Age	Lorrain and Raymond [25]; Weber and Schaper [26]
Birth order	Koh [9]
Places of origin	Zainal, Grigga, &Planisek [27]
Programmes of study	Crant [28]; Koh [8]; Lena and Wong [29]
Working Experiences	Ghazali, Ghosh, & Tay [17]; Kristiansen and Indarti [30]; Othman, Ghazali, & Sung [31]
Parents’ business background influences	Crant [28]; Sanders and Nee [32]; Koh [9]; Fisher and Padmawidjaja [33]; Tkachev and Kolvereid [34]; Dunn [13]; Wang and Wong [19]; Veciana, Aponte, &Urbano [15]; Kirkwood [16]

Table 1: Previous Research on Demographic Characteristic and Family Business Background by Ooi, Christopher and Denny [35]

Perception

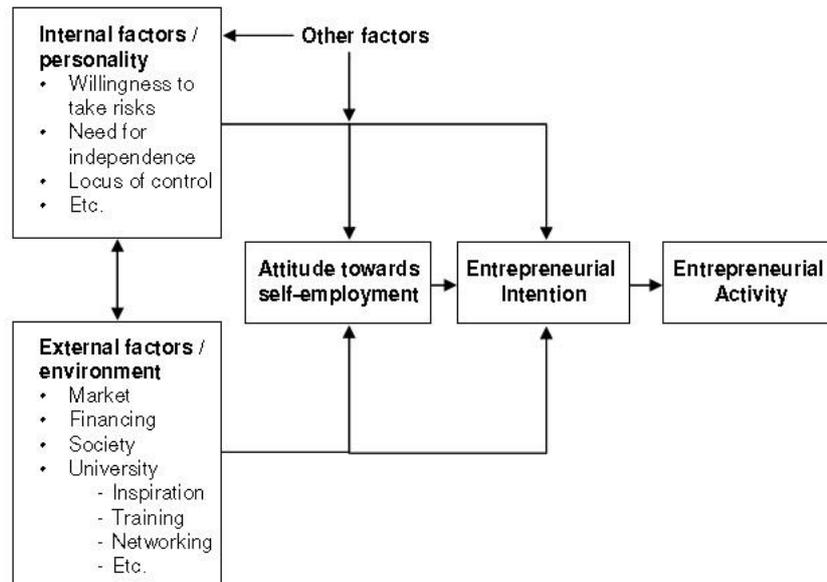


Figure 3: A Conceptual Model of the Entrepreneurial Decision Process by Franke and Luthje [36]

From the model in Figure 3, entrepreneurial perception can be identified through the external factors of the students. The creation theory notion that entrepreneurial action requires merely the perception of opportunities is based on the idea that individuals make decisions based on subjective assessments rather than on objective environmental factors. Studies utilizing the theory of planned behavior in social psychology have shown in a variety of settings that evaluative judgments which are based on underlying attitudes, norms, and beliefs as a

key predictor of the intentions and subsequent actions of individuals [37]. Thus, perceptions of students towards the entrepreneurial activities and programs are different depending on contents and output from the programs provided.

DISCUSSIONS

From the previous research, discussion, model and theory gathered, Table 2 shows the student intention and perception summarized.

No.	Author	Factor	Characteristic
1.	Veciana, J Aponte, M. Urbano, D [15]	Intention	Attitude towards the entrepreneur, entrepreneurial activity, factors for university to decide entrepreneurial career
2.	Zahariah M. Z, Amalina M. A & Erlane K. G. [38]	Intention	Personality trait (self-efficacy, locus of control and need for achievement) and economic trait (availability of resources)
3.	Franke and Luthje [36]	Intention	Comparison in term of individual characteristic
4.	Ooi Y. K, Christopher S. & Denny M. [35]	Intention	The demographic characteristics and family business background
5.	Rachel Shinnar [39]	Intention	Level of interest in entrepreneurial education, Perception of motivations and barriers to start up business
6.	Ezekiel Obembe, Oluyinka Otesile, IdyUkpong [5]	Intention	gender and entrepreneurial factors such as; survivability/ risk tolerance, capital, university education and entrepreneurship familiarity on the student's perspectives, and the role of the university institutions in cultivating an entrepreneurship spirit in the students
7.	Franke & Luthje [36]	Perceptions	External factors- preparation students towards entrepreneurship

8.	Souitaris, Zerbinati and Al-Laham, [40]	Perceptions	Process of learning, inspiration and outcome from the program.
9.	Karimi, S. Biemans, H.J.A Lans, T. Chizari, M [41]	Perceptions	Entrepreneurial intention (personal attributes) affect to the entrepreneurship education program (EEP)
10.	Olawale Fatoki & Olabanji Oni [42]	Perceptions	Referring to the effectiveness of program provided by university will improvise student based on behavioural/ attitude, cognitive, affective and skill-based
11.	Teh Yi Nian, Rosni Bakar & Md. Aminul Islam [2].	Perceptions	Preferred teaching method and assessment methods of student from entrepreneurship education

Table 2: Summarized of Intention and Perception Student towards Entrepreneurship Program

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