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A STUDY ON ENTREPRENEURIAL ATTITUDE AMONG COMMERCE STUDENTS OF ARTS AND SCIENCE COLLEGES IN TIRUNELVELI DISTRICT

Dr . T.Stanley Davis Mani*

Mrs.P.Parvathy**

Abstract

Entrepreneurship has become an everyday buzzword. Policymakers, Economists, academics and even students are talking about it. Seminars, Conferences and Workshops are being organised every year across the world which emphasised on the importance of entrepreneurship to country, society as well as individual development. Today entrepreneurship is regarded as area of the best economic growth and sustain the country's competitiveness is facing the increasing trends of globalisation. Entrepreneurship is largely due to the positive effects it has on many countries as a catalyst that creates wealth and generation of job opportunities. Courses in entrepreneurship are also becoming a popular at college and university levels an exponential interest in entrepreneurship studies has increased among students over the last decade. In today's competitive job environment total job opportunities are inevitably limited and there are must compete to secure a job as supply of jobs is limited. As a result, many graduates are unable to get a job after graduation so we have to become self-sustainable. This self sustainability can be possible through entrepreneurship. This present study is an attempt to evaluate the entrepreneurial attitude among commerce students of arts and science colleges in Tirunelveli District. The study was conducted among 220 students who are pursuing their UG commerce degree in various arts & science colleges in Tirunelveli district. The study will help university programme instructor in designing and enhancing entrepreneurship course structure, subjects offering as to proactive and practical oriented with the aim of sustaining student's interest in entrepreneurship.

Keywords: Entrepreneurship, Entrepreneurial attitude, career

INTRODUCTION

Since the last decade of twentieth century India has strived for an experienced and unprecedented economic turn-around. The country has witnessed a structural shift in GDP Growth, propelled largely by new investments and the growth of the value enhancing services sector. Now, the Indian Economy is the fourth largest economy in the world and is going to be a dominant force in the new world order in the coming years.

With the rest of the world looking up at India and China mainly because of low-cost manufacturing in services, countless business opportunities have opened up in this respect in both the countries.

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Entrepreneurship seems to be a viable mode for the economic development in a country like India which is still a developing economy.

Entrepreneurship and new venture creation has been alighted as an innovative instrument in an economy, there by generating a productive development and advancement in an economy.

In recent years, researchers and policy makers have concentrated more on entrepreneurship as a scientific field and its direct relationship with economic growth and development. 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. It is therefore evident that young individuals who are entrepreneurs or starting a new venture for the first time after graduation constitute an exceptionally vital class for the development of entrepreneurial activities on the national economy level. Thus a positive students' 'Pechant towards entrepreneurial activities is therefore paramount in anticipating the entrepreneurship feasibility of a country and an interest push for colleges and universities in building a self-employed mentality of the students. With entrepreneurship assuming greater significance in the current economic scenario, this study aims at studying the entrepreneurial attitude and perspective towards entrepreneurship among college students in Tirunelveli District.

STATEMENT OF THE PROBLEM

Many college graduates are unable to find jobs appropriate with the degree they finished. Unemployment is the major problem faced by our nation. Entrepreneurship is a main solution to this problem. Students of today's generation are the future entrepreneurs of the country. Entrepreneurship is often thought as a subject for students in various disciplines especially students in commerce or business discipline, but we weren't able to see the students in our campus preferring entrepreneurial careers, but at the same time they are inclined towards job security and regular employment even in private sector. The awareness, interest and attitude towards entrepreneurship are likely to shape their inclination to start a business in the present or future. So through this study we try to find out the students' attitude towards entrepreneurship.

OBJECTIVES OF THE STUDY

The following are the objectives of the study.

1. To analyse whether entrepreneurship is a career option among college students.

2. To trace out their attitude level towards entrepreneurship.
3. To know their opinion regarding entrepreneurial education and development programmes which are offered to them.
4. To offer suggestions to improve their attitude towards entrepreneurship.

REVIEW OF LITERATURE

There are several studies conducted for the purpose of measuring the attitudes towards entrepreneurship following studies examined the underlying phenomena of Attitude towards entrepreneurship among students review of previous studies provides a foundation to identify the research gap for the present study.

Bijay Prasad kushwaha (2015) indicated in his study that attitudes towards entrepreneur, entrepreneurial activity and its social functions are determinant factors for management students to decide an entrepreneurial career.

Magdalena Raczynska, Adam Krystian Wisniewski,(2016) conducted a study "Entrepreneurial attitudes among students. Research results" carried out among students of management and economics of the University of Warmia and Mazury in Olsztyn to analyse allowed the evaluation of the students' knowledge of entrepreneurship and their subjective assessment of its usefulness in starting their own company. The research shows that only one third (34.6%) of the respondents thought of themselves as entrepreneurial and the primary reason behind so many respondents thinking about opening their own firm was because they believed their own business could give them bigger earnings than working a regular full-time job .

AREA & SCOPE OF THE STUDY

The area selected for this study is Tirunelveli District. The study facilitate to evaluate the outlook and opinion regarding entrepreneurship concept, intention and attitude among college students who are pursuing their UG Commerce Degree in various Arts & Science colleges in Tirunelveli District .

RESEARCH METHODOLOGY

RESEARCH TYPE

The present study is descriptive in nature.

DATA COLLECTION

The study includes both primary and secondary data. Primary data was collected using a structured questionnaire Secondary data was collected from books, journals, thesis and websites.

Students from various arts and science colleges in Tirunelveli District who are pursuing their under-graduation in Commerce were taken as samples for the study.

SAMPLE SIZE

The study was conducted with the sample size of 220 students.

SAMPLING METHOD

Simple Random Sampling Technique was to collect the required data from the students.

TOOLS FOR ANALYSIS

Various Statistical tools like Simple Percentage, Garrett Ranking Method, and Weighted Ranking Method were used for data analysis. Likert's five point scale was used to find the attitude level of the respondents. Chi Square test was used for hypothesis testing.

HYPOTHESIS OF THE STUDY

The researcher used to the following hypotheses in the study.

- Ho - There is no significant relationship between gender and attitude level of the respondents towards entrepreneurship.
- Ho - There is no significant relationship between participation in entrepreneurial programmes and attitude level of the respondents.

CONCEPT OF ENTREPRENEURSHIP

Entrepreneurship is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or aggrandise profit by production or distribution of economic goods and services". According to Schumpeter, "Entrepreneurship is based on purposeful and systematic innovation. It included not only the independent businessman but also company directors and managers who actually carry out innovative functions".

ROLE OF ENTREPRENEURSHIP IN ECONOMIC DEVELOPMENT

- ◆ Entrepreneurship promotes capital formation by mobilizing the idle savings of public.
- ◆ It provides immediate large-scale employment. Thus it helps reduce the unemployment problem in the county, i.e. the root of all socio - economic problems.
- ◆ It promotes balanced regional development.

- u It helps reduce the concentration of economic power
- u It stimulates the equitable redistribution of wealth, income and even political power in the interest of the country.
- u It encourage effective resource mobilisation of capital and skill which might otherwise remain unutilized and idle.
- u It also induces backward and forward linkages which stimulate the process of economic development in the country.
- u Last but no means the least it also promotes country's export-trade, i.e an important ingredient of economic development.

Thus it is clear that entrepreneurship serves as the catalysts of economic development. An economy is the effect for which entrepreneurship is the cause.

ANALYSIS AND INTERPRETATIONS

Table.1 Classification based on gender of the respondents

S.No	Gender	No. of Respondents	Percentage
1	Male	112	50.91
2	Female	108	49.09
	Total	220	100

Source: Primary Data

The table shows 50.91% of the respondents are male and the rest 49.09% are female.

Classification based on Year of Study

S.No	Year	No. of Respondents	Percentage
1	I Year	32	14.55
2	II year	42	19.09
3	III year	146	66.36
	Total	220	100

Source: Primary data.

From the table, it is clear that most of the respondents 66.36% are final year students, 19.09% of the respondents are second year students and the rest 14.55% are first year students.

Classification on the basis of Occupation of parents

S.No	Occupation	No. of Respondents	Percentage
1	Government	76	34.55
2	Private	64	29.09
3	Business	80	36.36
	Total	220	100

Source: Primary data.

36.66% of the respondents belong to business family. Parents of 34.55% of the respondents are employed in Government Sector and the rest (29.09%) are working in private sector.

Career Plan after graduation

S.No	Opinion	No. of Respondents	Percentage
1	Higher Education	37	16.82
2	Government Job	58	26.36
3	Job in Private Sector	30	13.63
4	Self-Employment	71	32.27
5	Joining Father's business	14	6.36
6	Depending of fate	10	4.54
	Total	220	100

Source: Primary data

The table shows 32.27 % prefer to become entrepreneurs. 26.36% of the respondents prefer Government job as their career plan. 13.63 % wish to work in private concerns. 16.82 % give preference to higher education. 6.36% of the respondents prefer to join with their family business and another 4.54% have no idea about their career.

Intention to have own business at some stage

S.No	Opinion	No. of Respondents	Percentage
1.	Yes	155	70.45
2.	No	65	29.55
	Total	220	100

Source: Primary data

70.45% of the respondents have interest to start business if such situation arises, 29.55% of the respondents do not have interest to start business at any situation.

Ranking of influential factors which increase the desire for entrepreneurship

S No	Factors	Garrett score	Rank
1	Parents & family	51.96	IV
2	Entrepreneurs they know	56.87	II
3	Career Advisors	55.74	III
4	Education system	57.13	I
5	Others	48.05	V

Source: Primary data

The response to the question whom or what influences students to start their own business, Majority of the respondents replied that they are influenced by education system they have taken. The respondents ranked this factor in first place with (mean score of 57.13). Secondly, the respondents indicated that they are influenced by entrepreneurs they know (mean score 56.87). At the third place they ranked Career advisors with mean score of 55.74 and fourth place, they ranked Parents and family members with (mean score 51.96). Other factors influence the respondents to some extent. This factor is ranked in fifth (mean score 48.05).

Opinion regarding type of business which they intend to start

S.No	Type of business	No: of respondents	Percentage
1	Manufacturing	30	13.64
2	Trading	68	30.91
3	Service	122	55.45
	Total	220	100

Source: Primary data.

According to the respondent's opinion, 55.45% wish to start business in service sector. 30.91% wish to start business in trading sector. 13.64% wish to start in manufacturing units.

S.No	Barriers	Garrett score	Rank
1	My current life	65.73	I
2	Fear of loss	63.93	II
3	Fear of competition	51.73	VIII
4	Lack of interest	55.73	V
5	Insecured income	58.27	III
6	Lack of professional skill	56.80	IV
7	Irregular working hours	54.27	VI
8	Not suit for my character	54.13	VII

While analysing the current life situation (mean score 65.73). Fear of loss (mean score 63.93) and In secured income (mean score 58.27) are the major problems faced by the respondents as they occupy first, second and third place respectively. Lack of professional skill and lack of interest secure fourth and fifth place. Few respondents believed that there is no chance for regular working hours. Very few respondents are in view that entrepreneurship is not suitable for them and they are afraid of competition.

Participation in Entrepreneurial Development (or) Training programmes

S.No	Opinion	No. of Respondents	Percentage
1	Yes	173	78.64
2	No	47	21.36
	Total	220	100

Source: Primary data.

Interpretation:

78.64% of the respondents have the opportunities to participate in Entrepreneurial Development Programmes and the rest 21.36% do not participate in such programmes.

Preferable mode to organise Entrepreneurial development programmes

S. No	Ode	No. of Respondents	Percentage
1	Management Games	14	6.36
2	Seminars	50	22.72
3	Workshop	82	37.27
4	Exhibition	13	5.91
5	Industrial visit	35	15.09
6	Curriculum	26	11.82
	Total	220	100

Source: Primary data.

37.27% of the respondents prefer workshop to have entrepreneurial education. 22.72% of the respondents prefer seminars, 15.09% prefer industrial visits .11.82% wish to have entrepreneurial education in their curriculum. Only few respondents prefer management games and exhibitions.

Entrepreneurial Education helps to enhance their intentions towards entrepreneurship

S No	Opinion	No. of Respondents	Percentage
1	Agree	178	80.90
2	Disagree	42	19.09
	Total	220	100

Source: Primary data.

Majority of the respondents 80.90% strongly believed that entrepreneurial education help them to enhance their intentions towards entrepreneurship. 19.09% agreed that entrepreneurial education does not influence them to start business.

Attitude level of the respondents towards Entrepreneurship

S.No	Opinion	No. of Respondents	Percentage
1	High	79	35.90
2	Medium	103	46.82
3	Low	38	17.28
	Total	260	100

Source: Primary data.

The above table depicts 46.82% of the respondents have medium level opinion towards entrepreneurship. 35.90% of the respondents have high level opinion and intent to start their own business and the rest 17,28 % of the respondents have low level opinion towards entrepreneurship.

Ho - There is no significant relationship between gender and attitude level of the respondents towards entrepreneurship

Gender and Attitude level

S No	Gender	Attitude level High	Medium	Low	Total
1	Male	35	69	8	112
2	Female	44	34	30	108
	Total	79	103	38	220

Source : Primary Data

Calculated Chi square value is 25.59, Table value at d.f 2 at 5% level is 5.99. Hence the hypothesis should be rejected. It is concluded that there is ' significant relationship between gender and attitude level of the respondents towards entrepreneurship

Ho - There is no significant relationship between participation in entrepreneurial programmes and attitude level of the respondents.

Participation in Entrepreneurial Programmes and Attitude level

S No	Participation	Attitude level High	Medium	Low	Total
1	Yes	69	82	22	173
2	No	10	21	16	47
	Total	79	103	38	220

Source : Primary Data

Calculated Chi square value is 37.933, Table value at d.f 2 at 5% level is 5.99. Hence the hypothesis should be rejected. There is significant relationship between participation in entrepreneurial programmes and attitude level of the respondents.

RECOMMENDATIONS OF THE STUDY

The positive relationship of entrepreneurship education is insightful for policy makers to establish the formal entrepreneurial courses in all secondary and tertiary learning institutions, providing a better entrepreneurial environment and facilitating new venture creation.

In order to facilitate new venture creation for younger generation, government shall provide funds and supporting infrastructures, as well as removing the impediments in the entrepreneurial career path.

University should involve in our early stage to provide entrepreneurship education on to increase awareness of students about entrepreneurship, shaping their behaviour and enhancing their perceived behavioural control and personality traits. The findings are insightful for university program instructor in designing and enhancing the entrepreneurship course structure, subjects offering as to proactive and practical oriented with the aim of sustaining student's interest in entrepreneurship.

Universities shall organize more entrepreneurial related activities and workshops that can enhance students perceived behaviour control, projects like business proposal, managing small business in campus, providing opportunities for students to involve in managing their own business and get prior business experience.

University and colleges provides access to a large body of talented and skilled individuals gathered in one location and, so building a team within the university ecosystem may be much easier than anywhere else, Indeed, the diversity of talents available is very important for start-ups.

Entrepreneurial interest among students would be improved if their colleges brought them into contact with the networks needed to start new business and help them to create new venture creations.

Higher Education System can also faster the entrepreneurial intentions of students by raising entrepreneurial awareness and interest' – that is course curriculum in particular should encourage students to read books and articles about entrepreneurship and innovation regularly and equally to participate regularly in confidences, lectures on entrepreneurship.

Entrepreneurship Guidance cell in colleges should arrange workshops, seminars programmes on professional competence and leadership skill.

CONCLUSION

The study in focused on attitude towards entrepreneurship among college students, while undertaking the present study it became evident that young educated youth have medium level of attitude towards entrepreneurship. There fare there is a need to gain more knowledge about the students and their views on entrepreneurship. It

would also be of interest to do a comparative study of higher level institutions access the different university towards entrepreneurship. Different difference in attitude of the students towards self employment because of students have different attitude towards their own business. many factors influence their perception to start their own business. Entrepreneurship education is the first and arguably the most important step for embedding an innovative culture and preparing the new wave of entrepreneurs. The study suggested that the students need to be gives updates through entrepreneurial workshops and conferences in various fields to establish the new venture in future. Entrepreneurship education has been acknowledged by many organization and event the government as a promising way to improve the work insertion of young people and at the same time, contribute to social and economic welfare. Campaigns, events, competitions and awards are another way of raising the profile of entrepreneurship for students. Government must take remedial action to provide financial support to startup which will encourage budding entrepreneurs and prepare the new wave of entrepreneurship.

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