

A Study on the Entrepreneurial Behaviour among the Students of Arts and Science College in Thoothukudi City

Dr.K.Kamalakaran¹, S.Anthony Alwin²

¹Associate Professor and Head, ² II M.Com

^{1,2} PG and Research Department of Commerce, V.O.Chidambaram College, Thoothukudi

Abstract- Entrepreneurs play a vital role in the economic development of any country. The Entrepreneur is one of the most important inputs in the economic development of a country or regions within the country. Entrepreneurial competence makes all the difference in the rate of economic growth. Entrepreneurs refer to those who undertake the risk of new enterprises. Entrepreneurship refers to the process of action an entrepreneur undertakes to establish an enterprise. It is creative and innovative skill and adopting response to environment. It promotes capital formation and creates wealth in the country. It is hope and dream of millions of individual around the world. It has the thrill of risk, change, challenge and growth. It is a pathway to prosper. It reduces unemployment and poverty. Students of higher education who are potential entrepreneurs, having necessary entrepreneurial competencies become a successful entrepreneur in future. Hence, studying the entrepreneurial behaviour of college students assumes importance, so that the same can be fostered in their education. This article presents the outcomes of the survey conducted among the students of Arts and Science College in Thoothukudi city. The study is a survey research and based on primary data with 100 respondents as sample size. This study was conducted with the objectives of examining the socio economic conditions of the respondents and factors influencing the entrepreneurial behaviour of students. The study reveals that 58 percent and 24 percent of the respondents are having middle level of entrepreneurial ability and high level of entrepreneurial ability respectively. There is no significant relationship between socio economic variables and entrepreneurial behaviour of the respondents. Entrepreneurship education program may be implemented in the colleges which educates students in taking responsibility, facing risk and fund raising strategies and the student maybe given some practical exposure on producing and marketing the products. Faculty members may monitor the level of entrepreneurial ability of the students and may extend their support to the students in improving their entrepreneurial ability.

Keywords: Entrepreneur, Entrepreneurship, Entrepreneurship Development Program and Entrepreneurial Traits.

INTRODUCTION

Entrepreneurs play a vital role in the economic development of any country. The entrepreneur is one of the most important inputs in the economic development of a country or regions within the country. Entrepreneurial competence makes all the difference in the rate of economic growth. Entrepreneur refers to those who undertake the risk of new enterprise. Entrepreneurship refers to the process of action an entrepreneur undertakes to establish an enterprise. It is creative and innovative skill and adopting response to environment. It is hope and dream of millions of individuals around the world. It has the thrill of risk, change, challenges and growth. It is a pathway to prosper.

Entrepreneurial behaviour:

Behaviour is a manifestation of what a person thinks, feels and acts. Behaviour is basically goal oriented. Entrepreneurial behaviour includes the goal oriented acts and decisions of an

entrepreneur. The entrepreneurial behaviour means the manners or ways in which the entrepreneur deals with its total environment internal and external. The entrepreneurial behaviour is a view of an orientation towards risk bearing, innovation, achievement, goal setting, ethics, social responsiveness, motivation, challengers and values of human society and other psychological elements. Behavioural patterns of entrepreneurs are presented below.

1. Entrepreneur behaviour is always creative
2. It strives to fulfill the needs for self utilization and achievement
3. He feels emotionally attached to his work
4. He continually wants to know the results of his actions
5. He performs in terms of a standard of excellence. He wants in competitive situations
6. He sets his own standard and acts as his own competitor
7. He has desire for immediate feed mark
8. He is not satisfied with the present. He always looks ahead for more challenging jobs.

9. He accepts responsibility for his actions
10. He remains conscious about time
11. He learning from his experience and
12. He always remain hopeful about future and sees

opportunity in a crisis

Indian populations under the age group of 15 – 19 years comprise 27.5 percent of the total population. Nearly 65 percent of population falling under the age bracket of under 35 years. Youth population in India grown at a high rate annually (2 percent) compared to overall rate of growth of population (1.6 percent) between 2001 – 2011. The number of jobs created each year is inadequate to absorb this growing population in a labour market. Students of higher education who are potential entrepreneurs, having necessary entrepreneurial skill (competencies) become a successful entrepreneur in future. Hence, studying the entrepreneurial behaviour of college students of assumes importance, so that the same can be fostered in their education. This article study attempts to measure entrepreneurial behaviour among students of arts and science college in Thoothukudi city.

OBJECTIVES OF THE STUDY

The following are the objectives of the study

1. To study socio-economic condition of respondent
2. To measure entrepreneurial ability of respondents
3. To study various factors influencing entrepreneurial behaviour of the respondents
4. To offer suggestions based on the study for development of entrepreneurial behaviour among youth of the country.

METHODOLOGY

To fulfill the above objectives, structured form of questionnaire were distributed to 100 respondents to collect the primary data. Secondary data were collected from journals and books. Statistical tools like percentage and chi-square test were used in analysis and interpretation of data.

ANALYSIS AND RESULTS:

Entrepreneurial Ability: Likert Scaling Technique is used to measure entrepreneurial ability of the student. On the basis of opinion of the respondents with regard twenty nine statements, respondents are classified into three categories viz low level of entrepreneurial ability, medium level of entrepreneurial ability and high level of entrepreneurial ability. The study reveals the following facts about entrepreneurial behaviour of respondents in study area.

1. Eighteen students are having low level of entrepreneurial behaviour, fifty eight students are having medium level of entrepreneurial behaviour and twenty four students are having high level of entrepreneurial behaviour.
2. 65.92 percent of male and 54.93 percent of female respondents are having medium level of entrepreneurial behaviour. 17.24 percent of male and 26.76 percent of female respondents are having high level of entrepreneurial behaviour.

3. 61.54 percent of the respondents belonging to age group 21 – 22 years and 70 percent of the respondents belonging to age group of above 22 years are having medium level of entrepreneurial behaviour.
4. 51.85 percent under graduate students and 65.22 percent of post graduate students are having medium level of entrepreneurial behaviour.
5. 57.58 percent of student of arts group, 58.84 percent of students of science group and 57.69 percent of students of commerce/business administrative are having medium level of entrepreneurial behaviour.
6. 64.29 percent of the respondents belonging to forward community, 60.47 percent of the respondents belonging to backward community and 62.07 percent of respondents belonging to most backward community are having medium level of entrepreneurial behaviour. 50 percent of the respondents belonging to SC/ST community are having high level of entrepreneurial behaviour.
7. 62.50 percent of the respondents are belonging to Hindu religion and 60.71 percent of the respondents belonging to Christian are having medium level of entrepreneurial behaviour. 50 percent of the respondents belong to Islam are having high level of entrepreneurial behaviour.
8. 54.39 percent of the respondents of rural area and 62.79 percent of the respondents of urban area are having medium level of entrepreneurial behaviour.

Factors influencing entrepreneurial behaviour

There are number of factors that influence entrepreneurial behaviour. Hence opinions of students are collected and analysed with the important factors like college in which students are studying, gender, age, course of the study, branch of the study, community, religion, residence, monthly income of parents, size of family, occupation of father and occupation of mother.

Table 1 reveals that there is no significant association between socio economic variables and entrepreneurial behaviour of students in study area.

Suggestions

For improving the level of entrepreneurial behaviour, a few suggestions can be put forth.

1. Since only 24 percent of the respondents are high level of entrepreneurial behaviour, it is suggested that entrepreneurship development cell may be formed in all the colleges. This cell may act as a platform for the students to develop their entrepreneurial skills.
2. Faculty members may monitor the level of entrepreneurial ability of the students and may extend items support to the students in improving their entrepreneurial ability.
3. Government, commercial banks, financial institutions and District industry centre may provide financial assistance to colleges in organizing entrepreneurship development program.
4. There should be co-ordination among colleges, government departments and financial institutions in development of entrepreneurial behaviour among youth.

CONCLUSION

Entrepreneurship as a distinct factor of production contributes to the economic development of a country. Educational institutions play a major role in transferring the society into an entrepreneurial society, because the growth of any nation resides in the hands of entrepreneurs.

Table 1
Summary of Chi-square Results

S.No	Variables	df	Calculated value	Table value at 5% level of significant	Result
1	College	8	14.01	15.51	NS
2	Gender	2	1.27	5.99	NS
3	Age	6	9.07	12.59	NS
4	Course	2	1.50	5.99	NS
5	Branch	4	2.65	9.49	NS
6	Community	6	8.92	12.59	NS
7	Religion	4	8.24	9.49	NS
8	Residence	2	1.00	5.99	NS
9	Monthly income of parents	4	1.79	9.49	NS
10	Size of family	4	2.55	9.49	NS
11	Occupation of father	8	11.01	15.51	NS
12	Occupation of Mother	6	5.71	12.59	NS

REFERENCES:

1. Vasant Desai, "Small Scale Industries and Entrepreneurship" Himalaya Publishing House, Mumbai, Second Edition (2008).
2. Khanka.S.S, "Entrepreneurial Development", S.Chand & Company Limited, New Delhi, 2005.
3. Sudha.G.S, "Fundamentals of Entrepreneurship" RBD Professional Publications, Jaipur, Fourth Edition 2009.
4. Nagarajan.S. and Gangadharan.S, "Imparting Entrepreneurial culture in India" Kisan World, Vol 35, No.9, September 2008, PP 49 – 52.
5. Ilayaraja.S and Ganesh.S.K.G, "Nurturing Entrepreneurship among students" Third Concept. Vol 29 No.337 April 2015, PP 40 – 47.
6. Balin Hazarika etal, "Entrepreneurship Development among woman with reference to SC/ST Trives in Tezpur" Southern Economist Vol 53 No.15 December 1, 2014, PP 38 – 42