

GENDER DIFFERENCES IN ENTREPRENEURIAL TRAITS AMONG COLLEGE STUDENTS

Article Particulars: Received: 09.12.2017 Accepted: 02.01.2018 Published: 20.01.2018

Dr. S. PARI PARAMESWARAN

*Assistant Professor, Department of Youth Welfare Studies
Madurai Kamaraj University, Madurai, Tamil Nadu, India*

Abstract

Entrepreneurship is bound to play a critical and pivotal role in the growth and development of the economy in the coming years. It has been acknowledged as one of the essential factors determining the growth and development of any country. Entrepreneurs and enterprises contribute to building a competitive and dynamic knowledge based economy capable of sustainable economic growth and greater social cohesion. Entrepreneurship is a broad term encompassing a set of skills that includes creativity, leadership and communication, risk taking, persistence, hard work, motivation and teamwork. The present research examined to study the gender differences in entrepreneurial traits among college students. The total number of questionnaires distributed in the self-administered survey was 900 sets. A purposive sampling method is applied in this research for selecting the sample. As a result, 575 (filled questionnaire) valid sets of questionnaires were available and then used for further analysis using SPSS software version 21. A structured questionnaire was used to collect the data, while the independent sample 't' test was used to analyze the data. Hence, the study, therefore, concluded that there is a difference between Male and Female with regard to the dimension of Personal Entrepreneurial Traits and Social Entrepreneurial Traits. Males score higher than Females with respect to Personal Entrepreneurial Traits and Social Entrepreneurial Traits.

Keywords: *Entrepreneurial Traits, Gender Differences, College Students*

Introduction

Entrepreneurship is an activity, which leads to the creation and management of a new organization designed to pursue a unique and innovative opportunity. It involves measures to encourage individuals to become entrepreneurs and equip them with the necessary skills to create a successful business model. In essence entrepreneurship is about spotting opportunities, creating new ideas and having confidence and capabilities to turn these ideas into working realities. The role of the small firms in economic growth is widely recognized. They significantly contribute to the local economy through the creation of new jobs. In developing countries like India policy disclosure centers on the issue of how to support the creation of new firms which are spin offs from the university or the research center. Combined with a capability to develop technology, the new firms contribute not only to the economic growth, but also to innovation. On the other hand, endorsing academic entrepreneurship has recently started as a subject of discussion for policy makers in the developing countries. Various steps have been taken to stimulate the growth of entrepreneurship in colleges and universities. Educating young people to embrace entrepreneurial traits and behaviour will also help to prepare them for productive careers as leaders in their profession. Education encourages students to make ambitious efforts and learn from failures, while entrepreneurs must be cautious to match their efforts with what marketers are ready to accept. There is a need for providing a range of activities with primary focus on entrepreneurial courses and in-class projects aimed at forming e-teams to make ingenious solutions which will create a unique student- managed organization to promote the commercialization of student developed ideas. This present study has made an attempt to measure the gender difference in entrepreneurial traits among college students.

Literature Review

Liang, C. & Dunn, P. (2008) in their study have observed that many entrepreneurs were both optimistic and realistic. Interesting tendencies were also identified between those characteristics and other entrepreneurial characteristics and behaviors. Most of the entrepreneurs would start again. Changes that entrepreneurs would make if they were going to start again tended to be in finance, marketing, seeking more counseling and training. Cai, Li, Miao Miao Yin, and Ying

Zhang(2008) studied how entrepreneurial traits affect entrepreneurial orientation. The dimensions of entrepreneurial traits included need for achievement, risk propensity and locus of control; The dimensions of entrepreneurial orientation included innovativeness, risk taking and proactiveness. The empirical study on how entrepreneurial traits affect entrepreneurial orientation showed entrepreneurial traits positively affect entrepreneurial orientation.Ahmed, N, et al.(2010) aimed to study the impact of personal traits, demographic characteristics and entrepreneurship education on entrepreneurial intentions of university students of Pakistan. In a study of 276 university students, results showed strong relation between innovativeness and entrepreneurial intentions, and some demographical characteristics i.e. Gender and age, were insignificant with the intentions to become entrepreneurs, but prior experience, family exposure to business and level of exposure inclined students to become entrepreneurs.Hayward, M.L.A. et al. (2010) in their article outline why highly confident entrepreneurs of focal ventures are better positioned to start and succeed with another venture; and therefore why over-confidence in one's capabilities functionally persists and pervades amongst entrepreneurs and elaborate the manner in which such entrepreneurs can develop emotional, cognitive, social and financial resilience that can be marshaled and mobilized for a subsequent venture.Humphrey R H (2013) Entrepreneurs high on emotional intelligence/ competencies have found to be more emotionally resilient when facing obstacles, be more successful at handling intense emotions when working with family members, and they will work more effectively with their employees, customers, and other stakeholders and they will be rated higher on leadership by their employees. High emotional intelligence will give entrepreneurs an advantage in developing new products and services, and in negotiating with financial backers, vendors and suppliers, distributors and retailers, and with their employees. Entrepreneurs high on empathy will be more successful at motivating and leading their employees, and helping their employees cope with workplace stresses. They will be more attuned to their customers' wants and have higher customer satisfaction, and be more innovative.

Objectives of the Study

1. To analyses the demographic profile of the respondents with respect to entrepreneurial traits among the college students.

Methodology

Totally 575 college students has been chosen for the purpose of the study. For this study, there researcher used a well-structured questionnaire to collect the data from the respondents. The questionnaire includes two parts, like demographic profile of the respondents and questions related to personal and social entrepreneurial traits. The researcher used independent sample 't' test analysis to identify the difference between male and female with respect to personal and social entrepreneurial traits. IBM SPSS 21 version was used for statistical purpose.

Results and Discussion

Difference between Male and Female with respect to Personal and Social Entrepreneurial Traits

In this study has Gender has been classified into two as Male and Female. Entrepreneurial Traits are classified into two as Personal & Social Entrepreneurial Traits. Personal Entrepreneurial Traits comprises of Risk Taking, Creativity & Innovation, Self Confidence, Internal Locus of Control, Passion and Perseverance. Social Entrepreneurial Traits comprises of Flexibility, Honesty, Need for Achievement and Optimism.

The table below shows the Mean, Standard Deviation and 't' values for Gender and Personal Entrepreneurial Traits and Social Entrepreneurial traits.

H₀: There is no significant difference between Male and Female with respect to Personal and Social Entrepreneurial Traits.

Table 1 Difference between Male and Female with respect to Personal and Social Entrepreneurial Traits

Traits	Male		Female		t value	P value
	Mean	SD	Mean	SD		
Personal Entrepreneurial Traits	3.6871	1.06999	3.6550	1.26655	0.322	0.000**
Social Entrepreneurial Traits	3.8589	0.95032	3.7555	1.21089	1.126	0.000**

** denotes significant at 1% level.

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to the dimension of Personal and Social Entrepreneurial traits. Hence there is significant difference between Male and Female with regard to the dimension of Personal and Social Entrepreneurial traits. It can therefore be concluded that there is a difference between Males and Females with regard to the Personal and Social Entrepreneurial Traits. Males score higher than Females with respect to Personal and Social Entrepreneurial Traits.

Conclusion

This study is vital as entrepreneurship is associated with economic growth and is known to bring about improvements in productivity and economic competitiveness. Hence it is important to nurture entrepreneurship and create an entrepreneurial frame of mind among students and thereby prepare more and more of the student community towards entrepreneurship. To conclude, introducing Entrepreneurial Education in Higher Education Institutions is the need of the hour, which would go a long way in providing our youth the experience of business ownership early in life. Preparing today's youth for success and ultimate leadership in the global environment should be the prime focus of education today. Providing college students with necessary guidance and opportunity at the most critical junctures along their educational journey will have a profound impact on their future. Thus Entrepreneurship education in Higher Education Institutions should be taken seriously and should be seen as an important tool to achieving these objectives.

References

1. Ahmed, N et al. (2010). Determinants of Students' Entrepreneurial Career Intentions: Evidence from Business Graduates. *European Journal of Social Sciences* 15, no. 2: pp. 14-22.
2. Cai, Li, Miao MiaoYin, and Ying Zhang (2008). Empirical study on the effects of entrepreneurial traits on entrepreneurial orientation. *International Conference on Management Science and Engineering 15th Annual Conference Proceedings, ICMSE*, pp. 1386-1391.
3. Hayward, M.L.A. et al., (2010). Beyond hubris: How highly confident entrepreneurs rebound to venture again. *Journal of Business Venturing*, 25(6), pp.569-578.
4. Humphrey, R. H. (2013). The benefits of emotional intelligence and empathy to entrepreneurship. *Entrepreneurship Research Journal*, 3, pp. 287-294.
5. Lliang, C. & Dunn, P., (2008). Are Entrepreneurs Optimistic, Realistic, Both or Fuzzy? Relationship between Entrepreneurial Traits and Entrepreneurial Learning. *Academy of Entrepreneurship Journal*, 14(1), pp.51-74.