



## A Study on Entrepreneurial Attitude among Final Year Engineering Students in Kancheepuram District, Tamilnadu

### KEYWORDS

Entrepreneurs, entrepreneurial attitude, entrepreneurial awareness, family size, engineering students.

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### ABSTRACT

The study has been designed to analyze the factors that are responsible for influencing the attitude of engineering students towards entrepreneurship. A sample of 115 respondents with different demographic factors has been selected and studied. Based on the opinion given by the respondents on various factors, opinion score was calculated. The various factors that are considered for the study include family size, branch of study, parent's occupation, parent's income, business interest, career plan, entrepreneurial awareness and place of living. The study also focused on whether the opinion given to different factors vary across different demographic factors. The Chi-Square test has been employed to analyze the data. The study reveals that family size, parent's income, and entrepreneurial awareness found did not influence the entrepreneurial attitude.

### INTRODUCTION

Entrepreneurship has acquired a special significance in the context of economic growth and industrial development in the rapidly changing socio economic and socio cultural climates both in developed and developing countries. Small scale industry has emerged as the most dynamic segment with 55 percent of overall values of industrial production. This sector provides 42 percent employment opportunity both for literate and illiterate. It is a state of healthy balance in the country in which entrepreneurs make their respective contributions to achieve the economic development of the nation. With the government policy of encouraging the entrepreneurs, a large number of business enterprises were established in recent years. The trend in the establishment of business enterprises in Tamilnadu has been showing uptrend. This study is based on the entrepreneurs located in Kancheepuram district of Tamilnadu. The need for the study is to ascertain some of the qualities necessary for the success of entrepreneurs. The present study will help to develop more appropriate strategies to develop and encourage entrepreneurship and these could be incorporated into a well designed set of policies for better performance of entrepreneurs.

### STATEMENT OF THE PROBLEM

Entrepreneurial attitude is commonly exists among all human beings, this is due to the fact that human beings want to survive by earning through some means. There are many ways available for earning, out of them one of the ways is entrepreneurship. It is a fact that entrepreneurship is chosen when the entrepreneurial ability dominates the character. When this ability weakens, it shows the way for the other walks of life like employment to earn the means. Entrepreneurial attitude is not equal in all the human beings. Though, it is inborn, it can be injected through proper awareness by conducting various programs. The Union Government and other state Governments also playing a vital role in conducting entrepreneurial development programmes. Entrepreneurship as a subject has also been introduced in both undergraduate and post graduate courses. The Entrepreneurial attitude among the Engineering students would promote self employment opportunities thereby develops their self earning.

### CONCEPT OF STRESS

The word, "STRESS" has been derived from Latin word, "Stringere" which means to draw tight. The term is used to refer to hardship, strain, adversity or affliction. Various terms have been synonymously used with stress such as anxiety, frustration, and pressure.

Arnold (1960) "Stress is any condition that disturbs normal functioning"

Selye (1974) "Stress is a non-specific response of the body to any demand"

Beehr & Newman (1978) "Stress is a condition arising from the interaction of people and their jobs and characterized by changes within people that force them to deviate from their normal functioning"

### REVIEW OF LITERATURE

The word 'entrepreneur' is originally taken from the French language where it originally means to an organizer of musical or other entertainments. Various experts in their researches have given different meanings and views to the word entrepreneur.

Kilby (1971), expressed the meaning of an entrepreneur as a person hunting the Heffalump, a large and very important animal. The word has been in use since the 16<sup>th</sup> century, where it was applied to those who were organized and engaged in military expeditions (Richard, 1962). In the 17<sup>th</sup> century the word has been extended to cover architects and contractors engaged in civil engineering activities such as construction, fortification and public works (Cochran, 1950). The old oxford dictionary coined the term entrepreneur as "the director or a manager of a public musical institution, one who gets- up entertainment, especially musical performance" (Tandon, 1975). It was only in the beginning of 18<sup>th</sup> century that the word was used to refer to economic aspects (Khanaka, 1990). According to Kilby (1971), Richard Cantillon, an Irish man living in France was the first person introduced the term entrepreneur, in the early 18<sup>th</sup> century to refer the word entrepreneur to economic aspects.

Richard Cantillon (1971) defined entrepreneur as an agent who buys factors of production at certain prices in order to combine them into a product with a view to sell them at uncertain prices in future. He stressed the words 'risk taking' and 'uncertainty' by giving an example of a farmer who pays contractual incomes which are certain to land lords and laborers by selling at prices which are uncertain. He also illustrated the concept by giving other examples of manufactures and traders wherein risk taking and uncertainty are the inherent factors. Similar views were expressed by Knight (1965). He also added that entrepreneur is an economic functionary and undertakes responsibility of uncertainty which by its very

nature cannot be insured, or capitalized or salaried too.

Say (1827), an aristocratic industrialist and a French economist with his unpleasant practical experience extended the concept of entrepreneurship a little further. His definition associates entrepreneur with the functions of co ordination, organization and supervision. According to him, an entrepreneur is one who combines the land of one, the labour of another and the capital of yet another, and thus produces a product. By selling the product in the market, he pays interest on capital, rent on land, wages to laborers and what remains is his/her profit.

In the words of Usha Kiran Rai and Monica Srivastava (2011), the definition given by Say (1827), involves entrepreneur as an organizer and speculator of a business enterprise, who shifts economic resources out of an area of lower productivity into an area of higher productivity and greater yield. This definition clearly distinguished between the role of a capitalist as a financier and entrepreneur as an organizer of business activity.

Shravanvel (1987), in his views on entrepreneurial development stated that economists have recognized the entrepreneur as an important agent in generating investment opportunities. Sociologists consider him as sensitive energizer in modernization of societies. The psychologists treat him as an entrepreneurial man and his motivations, aspirations in order to decipher his character which is conducive to economic development. Political scientists regard him as the fair child of political system which provides effective assistance for his emergence. The study made by Powell (1998) also identified that personal identification with meaningful work, development of multiple networks, and peer learning relationships, individual responsibility for career management are other characters present less in women entrepreneurs.

### OBJECTIVES OF THE STUDY

The purpose of the study is to investigate the level of awareness of engineering students on entrepreneurship. The following research objectives have been formulated to guide the study.

1. To measure the level of awareness of engineering students about the entrepreneurship.
2. To study the factors that influences the entrepreneurial attitude.

To offer suggestions for promoting entrepreneurial attitude among the Engineering students.

### METHOD OF INVESTIGATION

Descriptive research design has been adopted in this study. The purpose of choosing descriptive design is to achieve new insights into the phenomenon of stress, to formulate a complete and comprehensive picture of stress affecting the well being of gold collar employees.

The study focuses on stress experienced by Gold Collar Employees (IT Professionals). Judgment Sampling has been adopted in this study. The purpose of choosing judgment sampling is to exercise judgment or expertise, in choosing the elements to be included in sample because researchers believed that they are representative of the population of interest. A total of 300 Gold collar employees were selected for the study. The study was undertaken in Chennai which is capital city of Tamil Nadu, where many top notch IT companies are located and from which data has been collected.

### Instruments used in the questionnaire

In order to measure the job stress and other selected variables, the following standardized instruments were found to be appropriate. Hence, they were used for soliciting information from the IT professionals

1. Self - esteem scale developed by A.H. Eagly and adapted from J.R. Robinson and P.R. Shaver, Measures of Social Psychological Attitudes
2. Personal Health Questionnaire developed by Debra Allcock, 1995

### HYPOTHESES

1. This study infers that the entrepreneurial attitude of the Engineering graduates doesn't depend on demographic factors. As against this background, the statement of hypothesis is as follows.
2.  $H_0$ : There is no significant difference of opinion on the entrepreneurial attitude and the demographic factors.

### RESEARCH METHODOLOGY

To satisfy and to meet the objectives of the study both qualitative methodology and quantitative techniques have been used. The study has been conducted at various colleges in Kancheepuram district of Tamilnadu state. With reference to the sample, the entrepreneurs were selected from a variety of demographic factors. A total of 115 respondents from six colleges were considered. The questionnaire consists of 09 components as formulated by Shani (2011). Each of the component is measured on four point Likert's scale, in which, 1 indicated "Strongly Disagree", 2 indicated "Disagree", 3 indicated "Agree" and 4 indicated "Strongly Agree". The primary data collected have been sorted, classified and tabulated in a format and analyzed by using statistical package for social sciences (SPSS16.0). Appropriate statistical procedures like simple averages and Chi - Square tests have been used for inference. The Chi-Square test is a useful measure to identify the influence of dependent variable on the independent variables.

### ANALYSIS AND DISCUSSION

It is found that 65 percent i.e. 75 of the Engineering graduate respondents have knowledge about entrepreneurship while the remaining 35 percent i.e. 40 of the respondents do not have any awareness about entrepreneurship. Similarly an analysis of the Engineering graduate respondents with reference to their place of living shows that 60 percent of the urban respondents i.e. 69 have awareness about the entrepreneurship.

while the remaining rural respondents do not have awareness about the entrepreneurship.

The table.1 shows the findings related to the factors of entrepreneurial attitude. Eight independent variables have been considered for examining their influence on the entrepreneurial attitude.

S.No	Factors	DF	Table Value	Chi - Square Value	Significant/ Not Significant
1.	Family Size	4	9.49	9.12	Not Significant
2.	Branch of Study	4	9.49	15.56	Significant
3.	Parent's Occupation	4	9.49	11.45	Significant
4.	Parent's Income	4	9.49	8.48	Not Significant
5.	Business Interest	2	5.99	7.26	Significant
6.	Career Plan	4	9.49	17.42	Significant
7.	Entrepreneurial Awareness	4	9.49	5.54	Not Significant
8.	Place of Living	2	5.99	10.27	Significant

It is clear from the table that out of eight variables, Branch of Study, Parent's Occupation, Business Interest, Career Plan and Place of Living of the students were found to have influ-

enced the entrepreneurial attitude of them and the remaining three factors such as Family Size, Parent's Income, and Entrepreneurial Awareness found did not influence the entrepreneurial attitude. The result of the study is in tune with the study conducted by Shani (2011), expect the factor Entrepreneurial Awareness.

### RECOMMENDATIONS

Based on the analysis of the study, it is found that most of the engineering graduate having less awareness on entrepreneurship. Hence, much attention is to be focused on educating them towards the entrepreneurship by inserting entrepreneurship as one of the subject in the course curriculum. It is also found that those who come from rural areas have less entrepreneurial attitude than compare to that of urban areas. Therefore, it is recommended that, more intensive training programs for entrepreneurship must be conducted to create awareness among the rural graduates and to make

them entrepreneurs in future. Further, it is also suggested that orientation programs, conferences and workshops may be conducted by inviting people with entrepreneurship background, to create awareness among the Engineering graduates

### CONCLUDING REMARKS

The overall development of the nation depends on the entrepreneurship, which otherwise depends on the industrialization. It is the responsibility of the policy makers to develop the entrepreneurs. The growth of entrepreneurs can be extended by formulating specific strategies. The formulation of strategies for entrepreneurship has to be done in the light of various factors for balanced economic growth of the country. As such the increase in the entrepreneurial attitude will increase the number of prospective entrepreneurs, who in turn generate more employment and create national wealth.

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