

Does Entrepreneurship Intention need Emotional Intelligence trait? – A study among Anna University students

Dr.R.Rajinikanth, Assistant Professor and Research Advisor, Department of Business Administration,
Government Arts College (Autonomous), Kumbakonam

ABSTRACT

This study discusses the relationship between emotional intelligence and entrepreneurship intentions among M.A. students. Mediator variables in this survey include creativity, proactivity and attitude toward entrepreneurship. The statistical society of the survey is M.A. students of Anna University. The least number of samples are verified by kokran limited sampling. Sampling is done by random sampling method and without placement. (Random sampling without placement means samples don't return to the society after selection). Method of collecting data was through questionnaire and therefore only 326 correct questionnaires were collected even though more than 350 questionnaires were distributed.

Key words: Trait emotional intelligence – proactivity – creativity – attitude toward entrepreneurship - entrepreneurship intentions.

INTRODUCTION

There are so many people around the world who seek their dreams and establishing a firm. The spirit of entrepreneurship is the most important factor in economical development. All around the world champions of modern economy reform the working environment and create a world in which all firms play a vital role in global economy 12. It is more than 70 years that entrepreneurship is introduced by (Schumpeter) as an engine of economical development. Developed societies have reached significant advances making use of this guideline and this issue is accepted and supported seriously in different layers of these societies in a way that it's the aim of every young individual to find a way to make his dream come true in the form of establishing a firm, production and delivering products, services and becoming an upholder in social occupational environment. Developing entrepreneurship in our country also should be considered as an important culture of business and business advocators enjoy social, legislative and financial and media support and be introduced to the society . The out coming of this introduction is that teens and youth plane the way for reaching their dreams by getting to know their capabilities and talents and these advocators. In this regard and in order to create entrepreneur environment, paying attention to environmental , economical , political and cultural factors and social support and representing entrepreneurship patterns for persuading individuals to entrepreneur activities is of great importance .6 Human is a social creature and entrepreneurship of the individual in business

doesn't succeed unless by successful leadership and taking others support. In this regard emotional intelligence is the ability of understanding and controlling feelings and emotions of oneself and others which makes the ability of co-working and effectiveness in entrepreneurship possible .7 Respectively , different entrepreneurs doesn't share the same feelings and emotions and react differently in contact with administration ,opportunities , threats and seeking weak points based on Trait emotional intelligence .

Trait Emotional intelligence can direct entrepreneurs in each and every step of entrepreneurship. There were so many great entrepreneurs who didn't have high educational intelligence and didn't gain proper level at university but relying on their emotional intelligence treat have established the greatest firms of the world. This reveals that people who are effective on market know that beyond all intellects and math and science it is the power of inspiration and feeling which works and in fact successful entrepreneurs who are aware of the structure of markets and inject emotional intelligence treat to it like blood are able to create wonders. Entrepreneurs who have high level of (EI treat), those who understand their own feelings and guide it, are able to understand other's feelings as well and react to that purposefully and are different in administrating the market and are successful entrepreneurs.

Statement of Problem

This survey aims to find out the entrepreneurship attitude and intention of M.A. students of Anna University by analyzing the relationship of effective variables on the aforementioned cases. So from among different variables we chose the relationship between EI Trait on entrepreneurship attitude and intentions. Most researchers of entrepreneurship have focused on the process of operation of a business and have neglected the level of decision making. However decision making priors process of operation .Indecision making level this subject is noticed that what are the factors and items making an individual decide which business to chose from among different options. Since entrepreneurship intentions can be considered as a preface and effective factor on entrepreneurship manner or decision making for entrepreneurship and creating a new business and since time and planning along with thinking are vital, so it can be stated that entrepreneurship decisions are a part of planning manner which intentions can be used fully for its prediction .1 Intention is a key concept which makes us find out the reasons and explanations for starting a new business, this intention is called entrepreneurship, intentions have a positive attitude and many surveys prove that. 2 Kroger believes entrepreneurship intentions as an intentional state before taking action and guiding toward a goal such as establishing a job. 8 The independent variable in this survey is emotional intelligence , (EI Trait) plays a role in creating entrepreneurship and those who have higher (EI Trait) are more successful in creating modern businesses , so the more entrepreneur an individual the more the role of (EI treat) would be seen . 11 Daniel Golman is the one whose name most reveals the term (EI treat). But publishing his famous book titled (Emotional intelligence) he has changed the definition of (EI treat) to a great extend.

In his definition he states: (EI Trait) is a skill which its holder is capable of controlling his feelings through self-consciousness and improve it by self management, understand its effect through unanimity and acting in a way to improve his morality and others by relationship management .9 Proactivity Is another variable which is stated in this survey , Butman & crant point that process of operation might affect choosing a job and the concept of entrepreneurship in specific .10 an other effective variable is creativity which Schumpeter believes as an spirit which is blown in to entrepreneurship .5 the last variable of the research is a attitude to entrepreneurship , basically measuring individual's attitude can be an important step for predicting future activities .3 but the fact is that development of entrepreneurship in society needs finding and training entrepreneurs and supporting them . So the question which might arise is that do the students have entrepreneur attitude and intentions? And does (EI Trait) and creativity and proactivity have some role in that?

We are seeking satisfactory answers to these questions.

Now with respect to the aforementioned items the question of the survey is:

1. is there a positive relationship between (EI treat) and entrepreneurship attitude and intention?

3. Goals of the Survey

1. Evaluating EI Trait of M.A, students.
2. Evaluating the degree of proactivity of M.A. students.
3. Evaluating the degree of creativity of M.A. students.
4. Evaluating the degree of student's attitude to entrepreneurship at M.A level.
5. Evaluating entrepreneurship intention of M.A. students.
6. Evaluating the relationship between variables based on research model and the aforementioned test.

Hypothesizes of the Survey

The hypothesizes of this survey are as follows:

1. There is a positive relationship between EI Trait of students with entrepreneurship attitude of students,
2. There is a positive relationship between EI Trait of students with proactivity.
3. There is a positive relationship between EI Trait and their creativity.
4. There is a positive relationship between proactivity of students and their entrepreneurship attitudes.
5. There is a positive relationship between student's creativity and their entrepreneurship attitudes.
6. There is a positive relationship between proactivity and students creativity.
7. There is positive relationship between student's entrepreneur attitudes and their intentions.
8. EI Trait through proactivity And creativity and entrepreneurship intentions has an indirect relationship with entrepreneurship intentions.
9. There is a relationship between creativity and proactivity and entrepreneurship intention of students based on their entrepreneurship attitudes.

Results

In this step survey hypothesis test is discussed. Structural model of the survey in standard form and meaningful numbers are used for confirmation or rejection of the hypothesized. The criteria for acceptance or rejection of each hypothesis are that whether the statistical (t) is in [-1.96 & +1.96] the hypothesis is confirmed otherwise it is rejected. Hypo. (EI Trait) has an indirect relationship with entrepreneurship intentions through proactivity and creativity and entrepreneurship attitudes. Noticing structural model, researching and analyzing the relationships between intangible variables of two paths of (EI Trait) to entrepreneurship intentions is meaningful. The indirect effect of (EI Trait) on entrepreneurship intentions is gained by multiplying of each of paths and the sum of two paths.

Suggestions Based on the Findings of the Survey

With respect to the confirmation of the second hypothesis which is the positive relationship between the features of (EI Trait) and proactivity and confirmation of the 6th hypo. Which is the positive relationship between proactivity and entrepreneurship intentions which reveals that the features of the (EI Trait) could be personality priority for entrepreneur intentions but this relationship isn't direct and proactivity can't be a mediator for that? So the following suggestions can be stated: Students who have (EI Trait) features have higher proactivity. And also higher entrepreneur intentions. So it is suggested that (EI Trait) features, persuasion and improving the proactivity Causes strengthening entrepreneurship intentions in students.

With respect to confirmation of the 8th hypo. Which is the positive relationship between student's proactivity and their creativity and confirmation of the 3rd hypo? The positive relationship between (EI Trait) features and creativity and confirmation of the 5th hypo. Which is positive relationship between creativity and entrepreneurship attitude and also confirmation of the 9th hypo? Positive relationship between attitude and entrepreneurship intentions and with confirmation of the 11th hypo. Positive relationship between creativity and entrepreneur intentions and attitude the following suggestions are presented. By electing students with active and flexible personality toward environmental changes and creating a proper field from presenting ideas and views and improving their creativity it can be hoped that students gain higher positive view toward entrepreneurship. Also by making businesses more interesting we can expect students to have more intentions toward entrepreneurship.

With respect to the rejection of the first hypo. Because of no positive relationship between the features of (EI Trait) and entrepreneurship attitude and rejection of the 4th hypo. Because of no meaningful relationship between proactivity and entrepreneur attitudes and also rejection of 7th hypo. Because of no positive relationship between entrepreneur intentions and rejection of 10th hypo. Which means no positive relationship between (EI Trait) features of students and entrepreneur intentions and entrepreneurship attitude and rejection of 12th hypo? Which stated that there is no relationship between proactivity and entrepreneurship intentions and with? Respect to entrepreneurship attitude the following

suggestions are presented. Students of all majors are trained with courses on benefits of entrepreneurship and information's about opportunities for entrepreneurship are given. Also visits to successful business firms and inviting successful entrepreneurs can have positive effect on views and entrepreneurship intentions.

References

1. Barani Shahrzad , Zarafashani Kiyomars , Delangizan Sohrab , Hosseini Iorgani Seyyede Maryam , Effect of training entrepreneurship on entrepreneur attitude of students of PNU of Kermanshah , quarterly magazine for research and planning in higher education . 1389- No. 57, p. 85-105.
2. Franco. Ma'rio, Haase. Heiko, Lautenschla"ger. Arndt, Students' ntrepreneurial intentions: an inter-regional comparison, Education & Training, Vol. 52 No. 4, 2010, pp. 260-275.
3. Harris. Michael L, Gibson. Shanan G, Examining the entrepreneurial attitudes of US business students, Education & Training, Vol. 50 No. 7, 2008, pp. 568-581, p569.
4. Kamalian aminreza, fazel amir. , analyzing the relationship between (EI) and degree of Entrepreneurship of students , entrepreneur development , 3rd year , No. 11th , spring 1390- p. 127-146.
5. Moghimi seyed Mohamad, Ahmad pour daryani mahmood, 89- basics of entrepreneurship 10th edition. Tehran, Farandish.
6. Pour Saeed seyed Masoud , designing the pattern of development of entrepreneur human resources based on social learning hypothesis, quarterly magazin Researches of management of human resources , Imam Hossein university , first year , No. 3 , summer 1388 , p.81-100.
7. Rahnavard farajollah, Joybar manouchehr, comparison of (EI) on triple levels of management, Payam Modiriyat. , 1387- No. 26, p. 101-118.
8. soleymani adel , zarafashani koyomars , determining the predictive of entrepreneur intentions among trainees of agriculture technical school , quarterly magazine on scientific and research on modern management of IAU , marvdasht Branch , 2nd year , No. 3 , fall 1390 – p. 107-124.
9. yaghoubi nour mohammad, yazdani badroddin , orai moghadami majid , 1388 , analyzing (EI) and leading method of development , research magazine on scientific Executive management , 9th year , No. 11 . p. 119-144.
10. Zarei Shamsabadi fahime , abolghasem Molavi hossein , relationship of active personality

with entrepreneur intentions and success , a method in members of Isfahan medical and research centers. Health and information management, 7th series, No. 2. P.206-215.

11. Zampetakis. Leonidas A, kafetsios .Konstantions, Bouranta. Nancy, Dewitt. Todd, Moustakis. Vassilis S, on the relationship between emotional intelligence and entrepreneurial attitudes and intentions. Journal of behavior and research, vol. 15no.6, 2009, pp595-618.

12. Zimmerer.Thomas. W, M.scaboroug.norman, 2006, Essentials of entrepreneurship,fourth edition,New Dehli,Prentice hall.

