

A COMPARISON OF ENTREPRENEURIAL ORIENTATION AMONG STUDENTS OF GOVERNMENT AND PRIVATE SECTOR COLLEGES IN PUNJAB

Ms. Kanwal Dhanhoya Grewal

Research Scholar, IKG-PTU, Kapurthala

Regd. No. 1209037

Abstract

Entrepreneurial Orientation has been defined as a combination of various psychological traits, attributes, attitudes and values which help in motivating an individual to take up entrepreneurial activities. In this study, an attempt is being made to find out the extent to which the college students of Punjab possess Entrepreneurial Orientation and whether there is any significant difference between the extent of Entrepreneurial orientation among students of public and private sector colleges of Punjab. The study attempts to find out the differences between the efforts put in by the colleges in providing with the exposure, education and activities to the students that would encourage the college students to become entrepreneurs. . This research has restricted itself to the under graduate college students of Punjab studying in the Degree Colleges of the State in the three major streams of Arts, Commerce and Science: of the three Universities i.e. GNDU, Amritsar; Pbi. University, Patiala; and Pb. University, Chandigarh. Findings reveal significant difference between the students who study in government colleges with those who study in private college with regard to Entrepreneurial orientation.

Key words: *Entrepreneurship, Entrepreneurial Orientation, Government and Private Sector Colleges of Punjab*

Introduction:

Entrepreneurship refers to the extraordinary set of abilities that an industrialist/ businessperson/magnate is endowed with. They incorporate an inclination to undertake risks that are far beyond the typical, and have an earnest desire to make wealth. Those people who find ways through business hurdles may be called entrepreneurs; these people are able to move ahead with a marketable strategy in the times when others keep running around in search of jobs or modes of employment elsewhere. Entrepreneurs are opportunistic as they grab the opportunity whenever provided even if there is risk. In the current economic scenario, the entrepreneurial terms have assumed great significance and therefore it has become important to encourage the young adults of the Country to take up this activity whole heartedly. The notion of EO has received much attention by academicians in conceptual and empirical forms.

EO has been defined as a combination of various psychological traits, attributes, attitudes and values which help in motivating an individual to take up entrepreneurial activities. In this study a standardized questionnaire is used for the purpose of understanding Entrepreneurial Orientation as given by **Hidayet and Mustafa (2014)**. According to them, Entrepreneurial Orientation has the following seven dimensions: **Self Confidence (SC), Utilizing opportunities (UO), Bearing Risk (BR), Control Orientation (CO), Determination (Det), Innovativeness (Inn) and Will to Succeed (WS)**.

Review of Literature:

The combination of traits of personality, attitudes, attributes and ideals within an individual which are associated with a desire to take up Entrepreneurial activities as a career is entrepreneurial orientation. **Covin et al, (2006)** have pointed out the importance of Entrepreneurial Orientation with respect to the setting up of start-ups in an economy. It has been at the receiving end of a large dose of empirical and theoretical research. **Miller (1983)** has given three dimensions of EO which are - Innovativeness, Pro-activeness and Risk Taking. **Lumpkin & Dess (1996)** have added two more dimensions in the field of entrepreneurial orientation which include competitive aggressiveness and autonomy.

There has also been a varied discussion in the literature regarding the point that whether Entrepreneurial orientation should be studied in unidimensional or multidimensional form. Some scholars like **(Knight, 1997)** have argued that the entrepreneurial orientation construct should be studied as unidimensional concept and that the various dimensions of EO should be gauged by performance. Thus, the construct of EO will relate to the performance of a business entity in diverse ways. Many arguments have been put forth regarding the construct of entrepreneurial orientation- whether it is unidimensional or multidimensional. The debate on this topic is never ending as EO can easily be treated as both.

One Factor Approach to Entrepreneurship

One factor approach highlighted one factor at a time that was found to influence entrepreneurship. **McClelland (1965)** quoted need for achievement among individuals as a very significant factor in this regard. **Brockhaus (1980)** stated the risk bearing capacity as a factor and **Schere (1982)** defined tolerance for ambiguity as a feature that influences the propensity of entrepreneurship. Some researchers like **Ronstadt (1985)** stressed upon the individual's previous work or career history as a major aspect in increasing entrepreneurial tendencies and **Greenberger & Sexton (1988)** emphasized the desire for personal control as significant factor.

Multiple Factor Approach to Entrepreneurship

With the increase in the number of researches on Entrepreneurship and its underlying factors numerous researchers have defined a "set of factors" that jointly affect entrepreneurial orientation. Entrepreneurship is a complex phenomenon.

According to **Kirton (1976)**, there is a difference between innovators and adapters. Innovators do things in different manners whereas adapters try to improve upon the innovation which has already been affected by bringing about incremental changes. Attitude or orientation towards being an entrepreneur is concerned with the intention of an individual, either positive or negative, towards building a new industry or business. There is no doubt that all entrepreneurial actions depend upon entrepreneurial intention, which is closely associated with attitudes as was reported by **Shapiro & Sokol (1982)**. On the other hand **Sexton & Bowman (1983)** are of the view that entrepreneurial behaviour is interrelated to judicious risk taking level of a person.

The subject of entrepreneurial education has been introduced in various universities, and this has added to the career options available to the youth. Recognizing the trait of entrepreneurial orientation amongst the students will help in planning fruitful entrepreneurial activities (**Bolton & Lane, 2012**).

Evidence in literature shows that being educated in the subject of entrepreneurship has aided the students of various Universities to encourage an affirmative attitude towards entrepreneurship. It has also enhanced their perception regarding viability of business opportunities positively (**Bae et al., 2014**).

Thus, the literature is all pervasive that education has been a very important factor influencing Entrepreneurial Orientation. However, the difference between the education and other deliverables provided by the type of college especially the sector of college needs present attention in India. The present study attempts to cover up such gaps in the literature of Entrepreneurial Orientation.

Need for the Study:

Skills related to being an entrepreneur are imperative if we want to achieve quick economic growth. Only an entrepreneur can help in alleviating mass unemployment and poverty by starting new ventures/establishing new businesses. To create an entrepreneur, who will set up a new business, it is of vital importance that a spirit of Entrepreneurial Orientation is encouraged so that the country can have a fair number of job creators as against job seekers. This study attempts to bring in light the question that why some individuals are encouraged to become entrepreneurs and also to find out whether any of the individual's personal characteristics would predict entrepreneurial behaviour. The major research problems that the present study attempts to respond are that whether what is the degree of entrepreneurial orientation among the college students at under graduate level in the degree colleges of Punjab and further are there any college sector wise differences in Entrepreneurial Orientation of college students in Punjab.

The Objectives of the Study:

1. To identify the extent of Entrepreneurial Orientation among college students of Punjab.
2. To compare the extent of Entrepreneurial Orientation among students of Government and Private sector colleges in Punjab.

Hypotheses of the Study:

H₀₁: College students of Punjab do not possess Entrepreneurial Orientation.

H_{01.1}: College students of Punjab do not possess Self Confidence trait of Entrepreneurial Orientation.

H_{01.2}: College students of Punjab do not possess Utilizing Opportunities trait of Entrepreneurial Orientation.

H_{01.3}: College students of Punjab do not possess Bearing Risk trait of Entrepreneurial Orientation.

H_{01.4}: College students of Punjab do not possess Control Orientation trait of Entrepreneurial Orientation.

H_{01.5}: College students of Punjab do not possess Determination trait of Entrepreneurial Orientation.

H_{01.6}: College students of Punjab do not possess Innovativeness trait of Entrepreneurial Orientation.

H_{01.7}: College students of Punjab do not possess Will to Succeed trait of Entrepreneurial Orientation.

H₀₂: There is no significant college sector wise difference in Entrepreneurial Orientation and its dimensions among college students of Punjab.

Sampling and Research Methodology:

The present study is descriptive study with primary data survey done for testing the hypotheses. A Standardized questionnaire developed by Hidayat and Mustafa (2014) has been used for data collection.

A stratified random sample was taken up from the Government and Private Colleges of Punjab affiliated to the above mentioned universities in the ratio of 1:3 respectively. A total of 12 colleges were selected for collecting the sample for the study. The questionnaire was distributed to 525 students in all. In this study the answers of a total of 488 respondents are being used. Out of the total respondents 245 are male students, 61 of these are from Govt. college and 184 are from Private colleges. Similarly, out of 243 girls' students, 61 are from Govt. colleges and 182 from Private colleges.

The detailed investigation of the sample taken up in the current study shows that college students of Punjab possess entrepreneurial orientation. It also brings out very clearly that there is a significant presence of all the dimensions of entrepreneurial orientation i.e., self-confidence (SC), utilizing opportunities (UO),

bearing risk (BR), control orientation (CO), determination (Det), innovativeness (Inn) and will to succeed (WS); among the sample of college students taken up in this study.

Findings of the Study:

The hypotheses testing in the present study involves various statistical comparison techniques. Mean Comparison and T-test have been used to compare the differences between the extent of Entrepreneurial orientation among Government and private sector college students. The hypotheses wise findings are as follows:

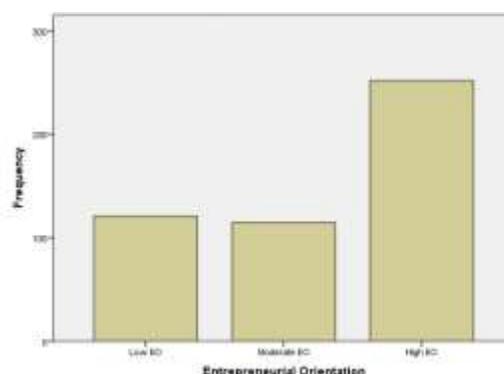
H₀₁: College students of Punjab do not possess Entrepreneurial Orientation.

In the existing study an effort is being made to identify the degree of Entrepreneurial Orientation among the college students of Punjab. Entrepreneurial orientation has been studied as a unidimensional variable as well as multi-dimensional one. The Dimensions given by Hidayat and Mustafa have been used to find out the extent of Entrepreneurial Orientation among the sample students in both type of colleges in Punjab. The total score of Entrepreneurial Orientation in Uni dimensional terms has been categorized further in the form of Low EO, Moderate EO and High EO.

Table-1: Showing Frequency Distribution of Entrepreneurial Orientation (EO) within the sample.

	Frequency	Valid Percent	Cumulative Percent
Low EO	121	24.8	24.8
Moderate EO	115	23.6	48.4
High EO	252	51.6	100.0
Total	488	100.0	

Figure-1: A Bar Diagram Presenting Frequency Distribution of Entrepreneurial Orientation among College Students of Punjab.



The findings reveal that out of 488 respondents only 121 students have low entrepreneurial orientation (EO) comprising 24.8% of the sample. Moderate entrepreneurial orientation is seen in 115 students

comprising 23.6% and 252 students out of 488 i.e., 51.6% of the sample shows high Entrepreneurial Orientation. The above Figure-1 very clearly shows that the students having High Entrepreneurial Orientation are double than those with Low and Moderate EO. The students are almost equally divided between the categories of Low EO and Moderate EO. The combined total of Moderate and High EO students goes upto 367 comprising 75.2% of the sample. The mean score of Entrepreneurial Orientation among students is 3.75. 219 respondents' students have a score less than the mean (44.9%) and 269 college students have a score greater than the mean value comprising 55.1% of the students.

Thus, the **Null Hypothesis (H₀₁) stands rejected** meaning thereby that the college students of Punjab do possess a high degree of Entrepreneurial Orientation and therefore occupy huge potential to be tapped for the growth of Entrepreneurial activities in the State as well as the Nation.

In the light of this finding, it becomes even more crucial to study the presence of various dimensions of Entrepreneurial Orientation among the college students of Punjab and for this the sub-hypotheses have been constructed.

Table-2: Showing Mean Scores and Frequency Distribution of Dimensions of Entrepreneurial Orientation within the sample.

Dimensions	Mean Score	Frequency Below Mean	Frequency Above Mean
Self Confidence	3.90	224 (46%)	264 (54%)
Utilizing Opportunities	3.50	192 (39.3%)	296 (60.7%)
Bearing Risk	3.99	140 (28.7%)	348 (71.3%)
Control Orientation	3.69	215 (44.1%)	273 (55.9%)
Determination	3.79	250 (51.2%)	238 (48.8%)
Innovation	3.50	212 (43.4%)	276 (56.6%)
Will to Succeed	3.85	160 (32.8%)	328 (67.2%)
Entrepreneurial Orientation	3.75	219 (44.9%)	269 (55.1%)

The mean scores regarding frequency distribution of dimensions of entrepreneurial orientation within the sample reveal that the number of students having the different dimensions of entrepreneurial orientation below mean is less than the frequency of students possessing these dimensions above mean, other than in the dimension of Determination. But the frequency distribution with respect to this dimension of EO shows otherwise. Hence, it is concluded that college students of Punjab possess the dimension trait of Entrepreneurial Orientation. The frequency distribution of the dimension of Bearing Risk highlights that the largest category of students belongs to moderate bearing risk dimension. However, since the mean scores reflect otherwise it is believed that the college students of Punjab possess this dimension of Entrepreneurial Orientation.

H₀₂ : *There is no significant college sector wise difference in Entrepreneurial Orientation and its dimensions among college students of Punjab.*

To study the Entrepreneurial Orientation among college students of Punjab the colleges taken in the sample belong to either government sector or private sector. Since the number of Government College is lesser as compared to the private colleges in Punjab, hence the number of students therein is also different. Usually, the fees structure of government colleges is less as compared to private institutions of higher education. There are other differences in the infrastructural facilities, availability of staff etc.; so, an attempt is made to see if there is any difference in entrepreneurial orientation and its dimensions among college students of Punjab with respect to their studying in a government college vis-a-vis a private one.

The findings are as follows:

Table-3: Showing frequency distribution of Students College Sector wise of Punjab

	Frequency	Valid Percent	Cumulative Percent
Govt. College	126	25.8	25.8
Private College	362	74.2	100.0
Total	488	100.0	

As per sub-hypothesis H_{01.9}, there is no significant college sector wise difference in entrepreneurial orientation and its dimensions among college students of Punjab. Table-4.29 shows that 126 (25.8%) students are from government colleges and 362 (74.2%) are studying in private colleges. Out of 121 students having low entrepreneurial orientation, 102 (84.3%) are in government colleges. Out of 115 students identified with moderate entrepreneurial orientation, 100 (87%) are attending private colleges. In the given sample 252 students (51.6%) of the sample have high EO. Among these only 9 students (3.6%) are represented from government colleges.

Table-4.: College sector wise Frequency Distribution of Entrepreneurial Orientation

			College Sector		Total
			Government	Private	
Entrepreneurial Orientation (EO)	Low EO	Count	102	19	121
		% within EO	84.3%	15.7%	100.0%
		% within Region	80.9%	5.2%	24.8%
	Mod EO	Count	15	100	115
		% within EO	13.0%	87.0%	100.0%
		% within Region	11.9%	27.6%	23.6%
	High EO	Count	9	243	252
		% within EO	3.6%	96.4%	100.0%
		% within Region	7.1%	67.1%	51.6%
Total		Count	126	362	488
		% within EO	25.8%	74.2%	100.0%

	% within Region	100.0%	100.0%	100.0%
--	-----------------	--------	--------	--------

Chi-square value = 172.03 at 2 degree of freedom

Table-5: T-Test Results showing College Sector wise differences in Entrepreneurial Orientation of College Students of Punjab

	N	Mean	Std. Deviation	Std. Error Mean
Govt. College	126	2.889	.316	.028
Private College	362	2.376	.485	.025

The results of Chi-square and t-test analysis show that there is a highly significant relationship between the sector to which college belongs and the Entrepreneurial orientation among students therein. Students attending private colleges show higher levels of entrepreneurial orientation as compared to students of government colleges.

Table-6: Chi-square values showing relationship between College Sectors and Dimensions of Entrepreneurial Orientation.

Dimensions of EO	Chi Square Value	d.f.	Asymp. Sig. (2-sided)
Self-confidence	74.125**	2	.000
Utilizing Opportunities	97.505**	2	.000
Bearing Risk	95.076**	2	.000
Control Orientation	89.15**	2	.000
Determination	74.80**	2	.000
Innovativeness	50.90**	2	.000
Will to Succeed	92.30**	2	.000

** Significant at 0.01 level (2-tailed)

Table-7: T-Test Results showing College Sector wise differences in dimensions of Entrepreneurial Orientation of College Students of Punjab

		Levene's Test Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	d.f.	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper	
Self Confidence	Equal variances assumed	.000	.986	-11.798	486	.000	-.89227	.07563	-1.04086	-.74367
	Equal variances not assumed			-11.647	213.078	.000	-.89227	.07661	-1.04327	-.74126
Utilizing Opportunities	Equal variances assumed	.036	.850	-10.925	486	.000	-.84092	.07697	-.99215	-.68969
	Equal variances not assumed			-10.955	219.097	.000	-.84092	.07676	-.99220	-.68964
Bearing Risk	Equal variances assumed	12.786	.000	-14.865	486	.000	-.99088	.06666	-1.12185	-.85991
	Equal variances not assumed			-15.872	247.403	.000	-.99088	.06243	-1.11384	-.86792
Control Orientation	Equal variances assumed	8.127	.005	-10.922	486	.000	-.87218	.07986	-1.02909	-.71528
	Equal variances not assumed			-11.423	237.274	.000	-.87218	.07635	-1.02260	-.72177

Determination	Equal variances assumed	.124	.725	-9.184	486	.000	-.76734	.08355	-.93151	-.60318
	Equal variances not assumed			-9.098	214.375	.000	-.76734	.08434	-.93359	-.60109
Innovativeness	Equal variances assumed	.192	.661	-7.426	486	.000	-.59712	.08041	-.75512	-.43913
	Equal variances not assumed			-7.569	225.793	.000	-.59712	.07889	-.75258	-.44167
Will to Succeed	Equal variances assumed	54.397	.000	-15.527	486	.000	-1.11273	.07167	-1.25355	-.97192
	Equal variances not assumed			-17.694	285.308	.000	-1.11273	.06289	-1.23652	-.98895

Chi-square test show highly significant relationship within the sectors of the college and all the dimensions of EO among college students of Punjab. The Chi-square value in case of all the dimension are found to be significant at 1% level of confidence.

Independent sample t-testis also applied to substantiate the findings of chi-square test. The findings reveal a significant value in case of Bearing Risk, Control Orientation and Will to Succeed dimension of Entrepreneurial Orientation but not in other dimensions. Thus, the **Null Hypothesis (H₀) is rejected.**

Figure-2: Mean plots showing mean comparison between College Sectors of Punjab with respect to Entrepreneurial Orientation.

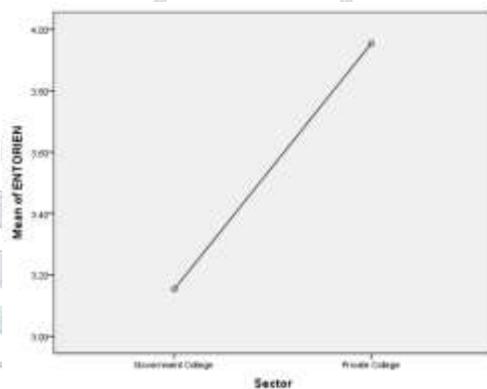
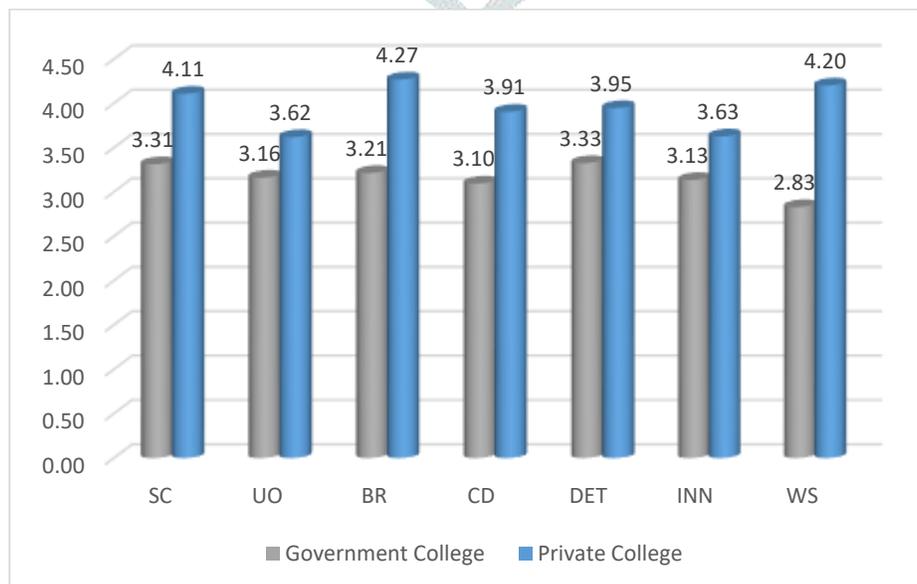


Figure-3: Mean plots showing mean comparison between College Sectors of Punjab with respect to dimensions of Entrepreneurial Orientation .



The above figures no. 2 and 3 also substantiate the above findings. The mean scores of entrepreneurial orientation among college students of Punjab studying in government colleges and private colleges are depicted in the line graph and the differences quite significant with the mean scores of students attending private colleges being much higher. Figure-3 very clearly brings out the result that the students attending private colleges in Punjab show higher dimensions of entrepreneurial orientation (07) vis-a-vis the students attending government colleges in the sample taken up for this study.

Conclusion:

Thus, there is a considerable difference in the entrepreneurial orientation and its dimensions, of the students taken as a sample, in this study, attending government colleges vis-a-vis private colleges. Students of private colleges showed greater extent of entrepreneurial orientation and its dimensions. The scope of research can be augmented to all the states and can be tried upon many other groups who have the tendency and potential to start own business. The scope of research can be increased by adding some more behavioral variables including learning styles in another group of samples so as to generalize the findings. The students who are currently doing professional courses or higher education in management or any other vocational programmes etc. can be given practical exposures to how a business is started and what are the challenges faced by the budding entrepreneurs. They can be given opportunity to meet the first-generation entrepreneurs and learn from them about the intricacies of getting finances and risks involved in that. Entrepreneurial exposures will inspire them and also give them unique ideas to start over.

References:

1. Bae, T. J., Qian, S., Miao, C. & Fiet, J. O. (2014). The relationship between entrepreneurship education and entrepreneurial intentions: A meta-analytic review. *Entrepreneurship Theory and Practice*, 38(2), 217–254.
2. Bolton, D. L., Lane, M. D. (2012). Individual entrepreneurial orientation: development of a measurement instrument, *Education + Training*, 54 (2/3), 219– 233.
3. Brockhaus, R.H. (1980). The effect of job dissatisfaction on the decision to start a business. *Journal of Small Business Management*, 18(1):37–43.
4. Covin J. G., Green, K. M. & Slevin, D. P. (2006). “Strategic Process Effects on Entrepreneurial Orientation– Sales Growth Rate Relationship”. *Entrepreneurship Theory and Practice*, Vol. 30, Issue-1, pp. 57-81.
5. Greenberger, D. B. & Sexton, D. L. (1988). An interactive model of new venture initiation. *Journal of Small Business Management*, 26(3), 1-7.

6. Hidayat, T. and Mustafa, Z. (2014). A Survey of Entrepreneurial Tendencies Candidate Young Entrepreneurs: Foundation University Sample, 6(2), 177–200, <https://doi.org/10.5296/jmr.v6i2.5444>
7. Kaur, R. B. (2018). Exploring the Impact of Personality and Learning Styles upon Entrepreneurial Tendencies among Professional Youth: A Study of Punjab, Haryana and Himachal Pradesh. Project Report, UGC, March 2018.
8. Kirton, M.J. (1976). Adaptors and innovators: A description and measure. *Journal of Applied Psychology*, 61:759–762.
9. Knight, G. (1997). “Cross-cultural Reliability and Validity of a Scale to Measure Firm’s Entrepreneurial Orientation”. *Journal of Business Venturing*, 12, pp. 213-225.
10. Lumpkin, G.T. & Dess, G.G. (1996). ‘Clarifying the entrepreneurial orientation construct and linking it to performance’. *Academy of Management Review*, Vol. 21, No. 1, pp. 135–172.
11. McClelland, D. C. (1961). *The Achieving Society*. Free Press, New York.
12. Miller, D. (1983). The correlates of entrepreneurship in three types of firms. *Management Science*, 29(7), 770-791.
13. Ronstadt, R. (1985). The educated entrepreneurs: A new era of entrepreneurial education is beginning. *American Journal of Small Business*, 10(1), 7-23.
14. Schere, Jean L. (1982). "Tolerance of Ambiguity as a Discriminating Variable Between Entrepreneurs and Managers." In *Academy of management proceedings*, Vol. 1982, No. 1, pp. 404-408. Briarcliff Manor, NY 10510: Academy of Management.
15. Sexton, D. L. & Bowman, N. (1983). Determining entrepreneurial potential of students. *Proceedings, Academy of Management*, 408–412.
16. Shapero, A. & Sokol, L. (1982). The social dimensions of entrepreneurship. In C.A. Kent, D.L. Sexton & K.H. Vesper (Eds.), *Encyclopedia of entrepreneurship*, pp. 72-89, Englewood Cliffs: Prentice Hall.