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ENTREPRENEURIAL INTENTION AND ENTREPRENEURIAL TRAITS OF BUSINESS MANAGEMENT COLLEGE GRADUATES OF CAVITE STATE UNIVERSITY CARMONA CAMPUS 2012-2016

Michael Consignado¹

¹ Cavite State University and University of Santo Tomas
**Corresponding Author: mgc_econ@yahoo.com*

Abstract: Using the data collected from the Business Management College graduates of Cavite State University Carmona Campus, from year 2012 to 2016, this descriptive study examined their entrepreneurial intention and entrepreneurial traits. Specifically, the study aimed to (1) assess the level of entrepreneurial intention of the participants, (2) determine if there is a significant difference in the level of entrepreneurial intention of entrepreneur participants and employee participants, and (3) determine which of the entrepreneurial traits can adequately distinguish between participants who became entrepreneurs and those that became employees. The survey questionnaire adapted from the standard entrepreneurial intention instrument developed by Liñan and Chen (2009) and questions from “Am I the Entrepreneurial Type” questionnaire which is available online on the Business Development Bank of Canada (BDC, 2009) was administered online to 112 participants with 92 participants reporting to be mere employees and 20 participants claiming to be entrepreneurs. Independent samples t-tests was used to determine which of the characteristics can actually distinguish between the entrepreneurs and the employee/manager participants and to discover if there is a difference in their level of intent. Findings of the study revealed a high level of entrepreneurial intention among the participants, a significant difference in the level of entrepreneurial intention of entrepreneur participants and employee participants, and a significant difference in the level of creativity/innovativeness between the entrepreneur participants and employee participants. The findings of the study can shed some light on the dimension of creativity/innovativeness as a possible dimension of entrepreneurial traits to be looked upon in the study of entrepreneurship.

Key Words: entrepreneurship; entrepreneurial intention; entrepreneurial traits



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1. INTRODUCTION

1.1 Background of the Study

Entrepreneurship can address the unemployment problem in the economy and Higher Educational Institutions should do its part in contributing towards the creation of entrepreneurs. Any endeavour that search for areas on how to assist in curriculum enhancement would prove beneficial in the delivery of entrepreneurial education by higher learning institutions.

Koh in 1996 noted that given the importance of entrepreneurship, there is value in identifying characteristics that distinguish between entrepreneurs and non-entrepreneurs. With a detailed knowledge on entrepreneurial intention and entrepreneurial characteristics, this could aide local policy makers in investing in entrepreneurship education programs aimed at interested parties in developing and refining their entrepreneurial beliefs, attitudes and skills by entrepreneurship education thereby contributing to the economic propensity of the country. Using the data collected from the Business Management College graduates of Cavite State University Carmona Campus, from year 2012 to 2016, this study examined their entrepreneurial intention and entrepreneurial traits.

1.2 Literature Review

Banzuela-de Ocampo, Bagano and Tan (2012) in their paper entitled "Culture of Entrepreneurship versus Employment" reported that Filipino youth continue to have a strong preference for secure jobs and the employment route. They also cited the work of Gorman and Hanlon (1997) which maintained that educational programmes can positively influenced entrepreneurial attributes.

A growing body of literature argues that intention plays a very relevant role in entrepreneurial behavior. Liñan and Chen (2009) reported that various empirical analyses of entrepreneurial intentions are increasingly common and made use of various construct measures. In order to address the sometimes substantial differences in these measures, Liñan and Chen develop the standard instrument to measure entrepreneurial intention in two diverse countries, Spain and Taiwan and concluded that intentions would always be formed based on the three

motivational antecedents of subjective norm, personal attitude and perceived behavioral control (Liñan and Chen, 2009). Grassl & Jones (2011) explained that attitude refers to the degree to which an individual has a favorable appraisal to the behavior in question, subjective norm as the perceived social pressure to perform the behavior and the last is the level of perceived behavioral control as referring to the ease of performing the behaviour (Grassl & Jones, 2011).

Despite of the extensive literature that examines motivations and personality traits, the results are mixed and largely inconclusive, and so the need to clarify which elements play the most influential role in shaping the personal decision to start a firm becomes relevant (Grassl and Jones, 2011).

The findings of the study of Bezzina (2010) revealed that self-sufficiency and internal locus of control were the two entrepreneurial characteristics that adequately distinguished between the entrepreneurs and managers in Malta (Bezzina, 2010). In view of the foregoing findings of the above studies, this research sought to verify the findings under Philippine setting and contribute to the existing literature on the topic.

1.3 Scope and Limitation of the Study

The study determined the level of entrepreneurial intention and entrepreneurial traits of college graduates of Business Management program of the Cavite State University Carmona Campus for the period 2012-2016. It sought to determine if there is a difference for these variables among the participants categorized as either entrepreneurs or employee/manager.

The study was limited to Business Management students which according to the study of Grassl and Jones (2011) have stronger entrepreneurial intent than other degree students. The accuracy of the information obtained relied primarily on the information provided by the participants. Furthermore, unemployed graduates were excluded from the study.

2. METHODOLOGY

Descriptive method of investigation was utilized in the study.



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Complete enumeration of the 339 Business Management graduates of Cavite State University Carmona Campus for the period 2012 to 2016 was made by securing an official list of graduates of the program from the campus registrar. There were 32 BSBM graduates in 2012, 55 graduates both for 2013 and 2014, 71 graduates in 2015 and 127 graduates in 2016. One of the graduates in 2014 was killed before the actual date of graduation.

Tracing of the graduates of the program was conducted from March 10, 2017 to April 10, 2017 during which they were requested to respond online to a self-report questionnaire. The standard entrepreneurial intention instrument developed by Liñan and Chen (2009) and adapted questions from “Am I the Entrepreneurial Type” questionnaire which is available online on the Business Development Bank of Canada (BDC, 2009) were utilized in the study.

Participants who had any previous experience in putting up a business after graduation were regarded as entrepreneurs and were requested to complete the entire questionnaire. On the other hand, those without any entrepreneurial activity at all after they graduated were considered employees or managers and were requested to provide some of their personal information asked on the first part of the questionnaire and were asked to respond to the entrepreneurial intention and entrepreneurial traits items found at the last two sections of the questionnaire. Several questions to obtain information regarding the nature of business of entrepreneur participants were included in the second section of the questionnaire for the purpose of documentation. Unemployed graduates at the time of the study were not included in the study.

A total of 122 graduates (36%) of the 339 graduates were successfully traced with 92 participants reporting to be mere employees, twenty participants claiming to be entrepreneurs and ten graduates reporting to be unemployed at the time of the survey. It is argued that tracer studies with as low as 30-40% response rates are often regarded as credible as reported by Badiru and Wahome (2016) citing the report of Schomburg in 2007 and Ramos in 2006.

Descriptive statistics (frequencies, weighted means, standard deviations, standard error of means) were used in the study. In order to test the hypotheses, independent samples t-tests were used with the aid of Minitab 17 statistical software developed by Pennsylvania State College. For intention level, likert scale of 5 points was used with the scale 1 for totally disagree to 5 for totally agree. Subsequently, score interpretation for the entrepreneurial intention is based on Pallant, J. (2010) adaptation on all three levels which is low (min 1.00 to 2.33), average (min 2.34 to 3.67) and high (min 3.68 to 5).

3. RESULTS AND DISCUSSION

Most of the 122 Business Management graduates that have been traced were either employees or entrepreneurs (92%) while ten participants (8%) reported to be unemployed at the time of the survey. Although these figures were indicative of a high level of employability among the graduates, entrepreneurial behaviour remained low (estimated at 18% of the 112 participants in this case).

Results of the study revealed a high level of entrepreneurial intention among the participants.

Table 1. Level of Entrepreneurial Intention of the participants

Participant	Mean	Std. Deviation	Level
Employee/ Manager (n=92)	4.08	0.66	High
Entrepreneur (n=20)	4.42	0.63	High

Employee participants revealed a higher perceived social pressure to perform the entrepreneurial behaviour (subjective norm) than the entrepreneur participants.



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Table 2. Descriptive Statistics for Motivational Antecedents by Type of Participant

Construct	Type	N	Mean	Std. Deviation	SE Mean
Personal Attitude	1	92	4.21	0.57	0.06
	2	20	4.32	0.52	0.12
Subjective Norm	1	92	4.08	0.63	0.06
	2	20	3.72	0.63	0.14
Perceived Behavioral Control	1	92	3.46	0.47	0.05
	2	20	3.63	0.60	0.13

Type coding: 1=Employee/Manager, 2=Entrepreneur

The entrepreneur participants revealed a higher level of intent than the employee participants.

Table 3. Summary of the Independent Samples t-tests for Entrepreneurial Intention

Construct	Df	t-value	p-value
Personal Attitude	110	-0.78	0.43
Subjective Norm	110	2.36	0.02**
Perceived Behavioral Control	110	-1.46	0.15
Entrepreneurial Intention	28*	-2.14	0.04**

* equal variances not assumed

** statistically significant

Entrepreneur participants showed higher mean responses in almost all entrepreneurial traits than the employee/manager participants except for need for achievement and locus of control.

Table 4. Descriptive Statistics for Entrepreneurial Traits by Type of Participant

Entrepreneurial Trait	Type	N	Mean	Std. Deviation	SE Mean
Need for achievement	1	92	4.64	0.48	0.05
	2	20	4.58	0.49	0.11
Self-Sufficiency/ Freedom	1	92	4.02	0.70	0.07
	2	20	4.08	0.65	0.15

Ambiguity Tolerance	1	92	3.29	0.46	0.05
Self-Confidence/ Enthusiasm	2	20	3.42	0.67	0.15
Creativity/ Innovativeness	1	92	4.45	0.48	0.05
Locus of Control	2	20	4.60	0.55	0.12
Risk Taking Propensity	1	92	3.87	0.62	0.06
	2	20	4.18	0.67	0.15
	1	92	4.29	0.56	0.06
	2	20	4.28	0.70	0.16
	1	92	3.68	0.43	0.04
	2	20	3.85	0.58	0.13

Type coding: 1=Employee/Manager, 2=Entrepreneur

Results further showed that the characteristic that adequately distinguished between entrepreneurs and employees in this study was creativity/innovativeness.

Table 5. Summary of the Independent Samples t-tests for Entrepreneurial Traits

Variable	Df	t-value	p-value
Need for achievement	110	0.56	0.71
Self-Sufficiency/ Freedom	29*	-0.33	0.37
Ambiguity Tolerance	110	-1.10	0.14
Self-Confidence/ Enthusiasm	110	-1.27	0.10
Creativity/ Innovativeness	110	-1.96	0.03**
Locus of Control	110	0.13	0.55
Risk Taking Propensity	110	-1.50	0.07

* equal variances not assumed

** statistically significant

4. CONCLUSIONS

Results of the study tends to show that there is a high level of entrepreneurial intention among the participants, a significant difference in the level of entrepreneurial intention of entrepreneur



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participants and employee participants, and a significant difference in the level of creativity/innovativeness between the entrepreneur participants and employee participants. The characteristic that adequately distinguished between entrepreneurs and employees in this study was creativity/innovativeness.

Further studies that would look into the creativity/innovativeness of entrepreneurs and non-entrepreneurs can be made. Also, studies that would incorporate environmental factors and personality characteristics can be done to identify other factors that further affect the criteria considered in this paper.

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