

A critical analysis of entrepreneurship, entrepreneurial resources and attitudes towards the entrepreneurial success

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Abstract

Entrepreneurship is modern revolutionary business trends purely depending on an individual or a group coping with marketing emergence, maximum utilization of human capital and providing great opportunities in business world in all economically developed countries. In recent decades developing and under-developing countries have mainly focused on entrepreneurial field due to irrecoverable problems of unemployment, financial recession and inverse effects world monetary inflation which create multifarious impacts on their social, economic and political progress. Based on review of large amount of literature this study has been conceptualized with the support of Theory of Planned Behavior (TPB) (Ajzen, 1991).

Methodology: This is cross sectional study in which random sampling of the students have been done from the Public sector University, University of Sindh Province. After cleaning data 301 samples were used for windows, overall reliability of questionnaires' was 0.80.

Data Analysis: Inferential statistics was used to analyze the data and to test the hypotheses through SPSS 26.0.

Findings: The analysis results shows model fit and there is positive and significant relationship of network resources, perceived behavioral control with orientation and entrepreneurship intention. This study contributes to a great body of knowledge of ever first exploration in field for the students of relevant field at the universities of the country. In brief this research study provides most modern argumentation for comprehending the perceptions about how one's personal behavior will have an effect on intention to become entrepreneur. Besides this research study is useful for policymakers in both developed and developing countries helps understand the notion of relevant government initiatives affecting business set up only if these initiatives affect attitudes. It also motivates youth to begin a promising speculation.

Keywords: Entrepreneur Resource, Attitudes towards Entrepreneurship, Orientation Entrepreneurship Intention, Behavioral Approach. Theory of Planned Behavior (TPB).

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1. Introduction:

Entrepreneurship plays a vital role in almost every country for its emergence of employing the man power ever since the age of globalization because the intensification of entrepreneurial performance helps in inducting more people for more jobs which are being created in the society consequently dropping the ratio of unemployment rate (Hyderet al., 2011). (Nafukho et al., 2010) proved that entrepreneurship is very important in the maintenance as well as achievement of healthy economy. The scope of the study is also supported by (Solomon et al., 2008) where growth of entrepreneurship is significant for the economy of a country. In this regard: A doctrinal necessity and realization for target achievements, elevated entrepreneurial planning , necessary equipment's , high entrepreneurial adequacy, proactive behavior, readiness and amiability for

taking responsibilities, encouragement for taking risk, self-reliance, an internal locus and latency of control, independent and autonomous decision making, execution of tasks with energy and commitment, asset team formation, esprit-de-corps, working under intense situations, quality for leading the mobs, analytical competence and determination for chasing and achieving the objectives and aims are the binding factors for building an entrepreneurial personality (Martinez, Mora & Vila, 2007; Ramayah & Harun, 2005; Rodermund, 2004)

The overall global want of employment and its decrease originates the very intentions of particular entrepreneurship at a greater scale now-a-days due to high extent of unemployment at almost every job market in the world for fresh graduates. It is assumed that all the qualified cannot get the jobs therefore one of the many solutions for employing the working force leads to the open entrepreneurship. In the recent decades, the tendency of entrepreneurship is increasing unlimitedly amongst the unemployed youth. The majority of unemployed graduates are reported to set up individual as well as joint ventures on the bases of entrepreneurship rather than depending up on residual career options. Entrepreneurial characteristics and intention is one such research domain which has been considerably attended to in the recent era.

We get immediate message from the research that educational programs considerably affect entrepreneurial mind-set of university students. It has been reported that university students participation has been assured in which students have showed their intentions to implicate the entrepreneurship as an important factor in their research study for career counselling and career choice as well. (Schroder & Rodermund, 2006; Soutaris, & Al-laham, 2007; Seibert & Hills, 2005). We can have experimented conclusions for possible and appropriate calculations and confirmation for inevitable importance at academic level where such projects can be practically practiced in order to know the talent of students for this particular field. (Anderson & Galloway, 2003).

Many studies determine the importance of entrepreneurship education in creating top level portfolios of highly successful entrepreneurs linked to an effective study carried out by various researchers (Keat et al., 2011) and (Ismail et al., 2009). (Wiklund and Shepherd, 2003). Although research in this area has been conducted at a smaller scale or almost uncared for its importance and scope in the big cities of Sind province for instance, Hyderabad and Sukkur regions, along with other parts of Pakistan, due to unawareness and less influence on entrepreneurial measures. As we find both actual and latent entrepreneurship levels at minimum as compared to the modern world. As per given data by global entrepreneurship & development index 2012, Pakistan GEDI is 0.14 and falls at 73 out of 79 countries. The Total Entrepreneurship Activity (TEA) which shows the number of adult man power inducted at initial stage run business depending upon the life of 3.5 years, which is again a matter of declining position. In 2012, The TEA rate in Pakistan is 9.1% which is drastically at lower level from overall 13.2% average of Global Entrepreneurship Monitor (GEM) member countries as well as from neighboring countries as China 14.8% and India 12.1%. It has been concluded by various researches that in Pakistan the youth are found to have reluctance to establish their entrepreneurial career. This has been proved as an impetus for declining position of entrepreneurial scenario in Pakistan. Therefore, there is noticeably a low level of entrepreneurial activities currently in the country. In Pakistan, the youth contributes a greater fraction in the man power subject or working age population. The youth can play a role of a positive or a negative impetus i.e. for the uplift of the economy or downfall of the economy of Pakistan. It is obvious that the youth possess dynamism of recreational qualities keenness to do something, ambitions, and strong desire for building up their future career for instrumental survival. Thus, they become task performer, risk taker and founder of stable economy. The youth in Pakistan seem to have an urge and curiosity for coping with the challenges of new enterprises in job market in order to gain high financial incentives and fringe benefits. (Tanveer et al., 2011).

Objectives

- 1) To investigate the impact of Entrepreneur resource on Attitude towards entrepreneurship
- 2) To analyze the influence of planned behavior on entrepreneur success.
- 3) To find out the impact of orientation Entrepreneurship intention on behavioral approach

Hypotheses

- 1)Ho: There is no significant impact of Entrepreneur resource on Attitude towards entrepreneurship
- 2)Ho: There is no significant influence of planned behavior on entrepreneur success.
- 3)Ho: There is no impact of orientation Entrepreneurship intention on behavioral approach

Entrepreneurship is a grim alternative for the young in the world. Especially it is taken as a boon by those people who are facing double digit unemployment in most part of the world. As we find traditional careers opportunities heading towards extinct position or very slow cyclic provisions. Therefore, the young graduates are immediately attracted towards entrepreneurship and settle their own businesses establishing a world community of entrepreneurs extending their valuable experiences to the novice entrepreneurs for making the environment of a greater business community on the basis of self-reliance rather than waiting for traditional jobs. They coordinate, compare, and assist each other for making the best profitable businesses.

It is a matter of sheer worrisome as it is observed here in Pakistan in the field of entrepreneurship apprenticeship growing only under male dominance. This dominance is found to have been from the male population rather the women in this country has been given sort of discouragement and less care for their participation independently. There are some other impetus to be recognized as religious factors, honor factors, social factors, power weakening factors and economic factors considered as great barriers in the participation of the women in entrepreneurship and extending of their intentions to do so. Such superiority and dominance of male population can create harmful situation in the country. Consequently less progress can be achieved (Roomi& Parrot, 2008). Close study tells us that 71 % of the urban women population have been found in settling marvelous status, known to be highly competitive stakeholders in the business of entrepreneurship because women possess top level of education and concerned expo programs in this field. (Bhutta, 2000; Riaz, 2002).

The government of Pakistan reassures the beneficial polices to be dished out by the different policy makers invited to uplift and promote entrepreneurial structures at Pakistani universities. The Higher Education Commission (HEC) reiterates and has imposed by means the certain rules for achieving ideal academic goals in the country. The universities are made bound to achieve standard quality of education and establish congenial learning environment by producing the competitive and highly independent students who may have been equipped with sufficient knowledge and confidence to design and manage self-sufficient and self-dependending enterprises thus the universities are instructed to not only enhance our confidence on the subject but also prepare to think critically, extend innovativeness, opt modern techniques of professional communication, and team work for the development of the entrepreneurship opportunities for graduates. The people have to depend upon the universities which are well-equipped and pleasant environment to provide total infrastructure for all required targets of the achievement. Universities are equipped with technological boons establishing at world level competence in the field business studies on the basis of modern requirements providing easier and faster access to international markings on the basis of entrepreneurship. (Rahman, 2008).

Objective

- 1)To investigate the impact of Entrepreneur resource on Attitude towards entrepreneurship

Hypothesis

- 1)Ho: There is no significant impact of Entrepreneur resource on Attitude towards entrepreneurship.

Regression Analysis Table

Hypotheses	Regression Weight	Beta Coefficient	R Square	F	p-value	Hypotheses Supported
Ho	ER → AE	1.301	.130	86.101	.000	No

P<0.05 ER: Entrepreneur Resource, AE: Attitude towards Entrepreneurship

The above table showing the results of linear regression analysis p value .000 represent the positive impact of Entrepreneur resource on Attitude towards entrepreneurship. Whereas, the R Square .130 shows that independent variable Entrepreneur Resource caused 13% variance in dependent variable Attitude towards Entrepreneurship.

Objective

2) To analyze the influence of planned behavior on entrepreneur success.

Hypothesis

2) Ho: There is no significant influence of planned behavior on entrepreneur success.

Regression Analysis Table

Hypotheses	Regression Weight	Beta Coefficient	R Square	F	p-value	Hypotheses Supported
Ho	PB → ES	.479	.230	11.323	.002	No

P<0.05 PB: Planned Behavior, ES: on Entrepreneur Success.

The above table showing the results of linear regression analysis p value .002 represent the positive impact of Planned Behavior on Entrepreneur Success. Whereas, the R Square .230 shows that independent variable Planned Behavior caused 23% variance in dependent variable Entrepreneur Success.

Objective

3) To find out the impact of orientation Entrepreneurship intention on behavioral approach

Hypothesis

3) Ho: There is no significant impact of orientation Entrepreneurship intention on behavioral approach.

Regression Analysis Table

Hypotheses	Regression Weight	Beta Coefficient	R Square	F	p-value	Hypotheses Supported
Ho	OEI → BA	.057	.003	.361	.549	Yes

P<0.05 OEI: Orientation Entrepreneurship Intention, BA: behavioral approach Entrepreneurship

The above table showing the results of linear regression analysis p value .549 revealed no significant impact of orientation Entrepreneurship intention on behavioral approach. Whereas, the R Square .003 shows that independent variable Orientation Entrepreneurship Intention caused no or minor variance in dependent variable behavioral approach.

2. Findings of the study

It was found that the entrepreneur resources have a positive impact on Attitude towards entrepreneurship this leads to motivate the individuals to initiate with plenty of resources than can generate revenue effectively. Simultaneously, the planned behavior has also a positive impact on Entrepreneur Success. It shows that the strategical planning leads to Entrepreneur Success. On the other hand the orientation Entrepreneurship

intention bears a negative impact on behavioral approach. The results of linear regression analysis p value .000 represent the positive impact of Entrepreneur resources on Attitude towards entrepreneurship. Whereas, the R Square .130 shows that independent variable Entrepreneur Resource caused 13% variance in dependent variable Attitude towards Entrepreneurship. Whereas, the results of statistical analysis also revealed that analysis p value .002 represent the positive impact of Planned Behavior on Entrepreneur Success. Whereas, the R Square .230 shows that independent variable Planned Behavior caused 23% variance in dependent variable Entrepreneur Success. On the other hand it was revealed through linear regression analysis p value .549 revealed no significant impact of orientation Entrepreneurship intention on behavioral approach. Whereas, the R Square .003 shows that independent variable Orientation Entrepreneurship Intention caused no or minor variance in dependent variable behavioral approach. The findings are based on the relevant cognitive as well as derived forces in the subject of research. The relevant data provides us authentic knowledge for entrepreneurial discipline which is further forwarded to concerned researching bodies and students of the universities in order to attain maximum benefits from this current research. In line with this research findings a few scholars insist upon the generation of business ventures being set up through personal perceptions is usually a breakthrough of direct criticism and analyses of the parents, friends, and business partners in the relevant social interactive relations (Sharpo and Sokol 1982). In this theoretical approach the social attitudes are applied as a motivational factor for accepting or rejecting an entrepreneurial set up (Zaharia et al., 2010). Similarly, social impacts and relevant financial resources play important role in entrepreneurship (Ajzen, 2010 and Sharpo, 1981). Corresponding with the research scholars in this field, Birds (1998), Miao and Ying (2008) all have found a clear classification of the intentional entrepreneurial actions and traits for its orientation aspects for initiating and promoting new ventures in the betterment of unemployed lots amid the societies. Their work is recognized for complete identifications of their success, risk factors, pro-activeness, autonomy, and liberalization, business confidence as it is suggested through the work of (Yonca and Atsan 2006).

3. Conclusion

It was concluded that the measurement of various researched factors under testing system are proved to be of optimum contribution and comprehensive as shown in the proposed research. It was found that the entrepreneur resources have a positive impact on Attitude towards entrepreneurship this leads to motivate the individuals to initiate with plenty of resources than can generate revenue effectively. Simultaneously, the planned behavior has also a positive impact on Entrepreneur Success. It shows that the strategical planning leads to Entrepreneur Success. On the other hand the orientation Entrepreneurship intention bears a negative impact on behavioral approach. The findings gives us an idea of confirmed and strong control of the impact of measured outcomes. Basically, the direct and indirect effects have been approached under the testing system and it's after effects of independent on entrepreneurial intentions. The findings of this study are simultaneous pertaining to literature along with surprising results, e.g. the non-significant relationship subjective norms and student's intention. Obviously, this research study explains the greater relationship of direct and indirect effects of orientation of entrepreneur intentions. However, the findings of this study also provide important inputs to students, teachers, policy-makers and planners in designing their business courses, new enterprises and future venues for potential entrepreneurs

4. Recommendations

Keeping in view the research findings it was recommended that policymakers in both developed and developing nations after conceiving the effect of the policies of the government should constitute the base, modalities and infrastructural attractions for business owners and independent investors at perfect motivational measures to enhance the level of interest to get involved in contributing better in entrepreneurship.

The policy planners should recall a business entrepreneurial think tank for establishing relevant strategies for the promotion of education about entrepreneurship at all levels in schools and universities and through special adult educational programs.

it is suggested for the concerned quarters to promote expositions on entrepreneurs while studying entrepreneurship and starting one's own business will be little different from considering such careers as teaching or providing appropriate opportunities for their possible contribution to their countries' economic prosperity.

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