



Entrepreneurial Behaviour of Business Management Students in Telangana State

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ABSTRACT:

The field of entrepreneurship is growing leaps and bounds throughout the world. The number of youth entering into this field is growing day by day. At this moment understanding the behaviors of the younger generation becomes a primary task. This study has been taken up with an objective of examining the entrepreneurship behaviors of MBA students in the state universities in Telangana state. The convenience sampling method has been adopted to collect the data from a sample of 260 MBA students using a structured questionnaire. The behaviour of respondents in terms of degree of innovativeness, risk taking ability, achievement motivation, decision making, leadership ability, management orientation and goal setting ability together has been found to be medium High.

Keywords: Entrepreneurship - Entrepreneurial behaviour - MBA students - Innovativeness -Risk Taking ability - Achievement motivation.

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I. INTRODUCTION

Entrepreneurial behaviour is a “subset of entrepreneurial activities concerned with understanding, predicting and influencing individual behaviour in entrepreneurial settings” It is fact that all the management graduates and other graduates in all professional degree holders cannot be employed in public, private and corporate sector. This situation applies to the M.B.A graduates of Telangana state universities and in all around the country. So in the present era of globalization, privatization and liberalization more and more students from Telangana state universities should be encouraged to start an enterprise in the sectors like dairy, milk processing, poultry, fisheries, commercial horticulture, precision farming of flowers and vegetables, food processing, consultancy services etc.. From this, they become entrepreneurs, self-dependent and can provide employment to the huge unemployed workforce. Thus, they can also contribute their part in Nation building. Hence, there is a need to provide an entrepreneurial education to the students of Telangana state university at undergraduate level only. In this direction Indian national skills development and empowerment in india a separate body created by indian government under ministry of skills development and empowerment of india in the year 2014 it is giving lot of importance towards entrepreneurship with different provisions to the new innovative entrepreneurs. How much of these may influence the interest to become entrepreneurs of Telangana state university students. Under these circumstances, it was believed that if a detailed study is carried out on the entrepreneurial behaviour among students of business management students in Telangana state universities.

II. OBJECTIVE OF THE STUDY

To examine the entrepreneurial behavioral aspects of business management students in Telangana state universities.

III. REVIEW OF LITERATURE

Entrepreneurial behaviour, which was defined for the first time as: “opportunistic, value driven, value adding, creative activity where ideas take the form of organizational birth, growth or transformation” (Bird, 1989). Here we notice that entrepreneurial behaviour can occur and result in a new firm, or it can take place

within an existing firm and lead to its growth, transformation or both. This behaviour however is usually a result of a long process that is affected by many factors, according to Baron's (2002) model. These factors fall mainly under three major categories: I) individual factors II) interpersonal factors and III) societal factors, where the individual factors include but are not exclusive to: person's attitudes, cognition and knowledge.

Entrepreneurial Behavior: Entrepreneurs are persons who take action, they engage in continuous efforts to transform their ideas into operating and profitable ventures. Accordingly, Baron (2007) stated that because entrepreneurs are aware of or they develop new products or services, they develop them through action and entrepreneurial behaviour into a new venture, hence entrepreneurial behaviour is the link between identifying the opportunity and venture creation (Baron, 2007).

Among the many tasks that entrepreneurs perform; the most prominent and essential for the creation of an entrepreneurial firm is summarized in 3 tasks, those are: I) generating or identifying new ideas for products or services. II) Recognizing business opportunities that are derived from these ideas and III) securing the resources needed for transforming these ideas into a new venture (Baron, 2007), as previously mentioned; these are not the only tasks that entrepreneurs perform, but they are the most important in the early stages of venture creation. Social skills and social capital have been strongly associated with the creation and the success of new ventures once they are up and running, where the social skills have demonstrated evidence of increasing the social capital for individuals who possess them, which then helps them in acquiring resources that in turn contribute to the success of the new firm (Baron, 2007).

Entrepreneurial behavior for females seemed to somewhat stand out in terms of the sector in which they operate, the same pattern of employment that appears to be present for females who seem to find a greater chance for employment within the service sector is also present in their entrepreneurial behavior, where the service sector was prevalent for female entrepreneurial start-ups thus matching the traditional jobs that females perform (Mazzarol et al., 1999).

A positive relationship has been found to exist between entrepreneurship education and entrepreneurial behaviour; indeed, program participation and entrepreneurial engagement show that entrepreneurship education does indeed encourage entrepreneurial behaviour in students. Where entrepreneurial behaviour expressed not only students' intentions but also the concrete steps they take in order to create a new venture (Ho et al., 2014), in this case; classroom-based programs were found to have no significant impact on entrepreneurial behaviour, instead, it was experiential learning that mattered. Self-efficacy predicts entrepreneurial behavior and that occupational self-efficacy is a slightly better predictor of entrepreneurial behavior than teacher self-efficacy (Neto, et al., 2018).

IV. RESEARCHGAP

The previous studies are all saying that a few business students are thinking towards entrepreneurship. A few studies found in the area of entrepreneurship. But a few of them attempted towards entrepreneurial intentions. And as per the past studies they are all concentrated on just how an entrepreneur can perform his activities successfully. But even though some studies had done research on this topic in foreign countries .But from an Indian perspective there was no progress from 2008 onwards. From the last 5 to 6 years there has been no research in this field and no one made a study on this aspect (Entrepreneurial Behavior among business students in Telangana state universities). Hence, there is a plenty of scope to do research on this area. Hence I had taken up to study. It is very much unfortunate to have observed that there are many studies on status of entrepreneurship, effectiveness of entrepreneurship, problem and prospectus of entrepreneurship in Telangana. But no studies were undertaken to examine the entrepreneurial behaviors of the youth, particularly business management students, who study entrepreneurship as a subject in their course. So this gap has motivated me to plan and decide the proposed study.

V. SIGNIFICANCE OF THE STUDY

The present study examining the entrepreneurial behaviors among the Business students may increase the knowledge about entrepreneurial behaviour of aspiring entrepreneurs. It enables the Universities and the governments to formulate strategies to develop entrepreneurship in Telangana state. This study helps the management teachers to modify their curriculum to develop the entrepreneurial intentions of business students. The purpose of this study is to know the entrepreneurial behaviors of business management students in Telangana state universities. It is very important to study this, because most of the students are getting certificates but they are not getting suitable employment in present economic conditions. This may definitely provide a right path to the prospective future entrepreneurs.

Hence a person's entrepreneurial behaviour may be influenced by the personal, social, economic, political and legal aspects. Even though having all these aspects, particularly MBA students, are all learning about entrepreneurship education as a part of curriculum as compared to other faculty of education, it is

necessary to study why and how their entrepreneurial intentions are supporting and not supporting them to become entrepreneurs.

VI. RESEARCH METHOD

The present study was undertaken during 2020-22 for measuring the entrepreneurial behaviour among business management students of Telangana state universities in Telangana. Measuring of behaviour is somewhat difficult hence, Standard scale is used in data collection process “A process used in this process to keep the variables on the same scale. This process allows you to compare scores between different types of variables. Typically, to standardize variables, scholar calculated the mean and standard deviation for a variable. Then, for each observed value of the variable based mean and standard deviation ranks assigned from highest to lowest mean scores if the mean score of any statement falls under equal then rank is assigned based on standard deviation value.” The developed scale was used to analyze the entrepreneurial behavioral aspects of business management students in Telangana state universities M.B.A students. 260 students who were in first and second year (II&IV semester) yet to complete the M.B.A were taken as target group. Based on the mean scores, the students were categorized as low, medium low, medium high, high entrepreneurial behaviour category based on the mean and cumulative mean as a measure of check it is the score adopted from (Norasmah Othman 2002; pp. 202) a standard scale developed by him for the measure of entrepreneurial behaviour (for mean score measurements refer table 10.0). “A combination of various socio psychological, cognitive and affective domains like innovativeness (4- statements), risk taking ability (5- statements), achievement motivation (4- statements), decision making ability (5- statements), leadership ability (4- statements), management orientation (4- statements) and goal setting ability (5- statements) which in turn ultimately determines management students to accept entrepreneurship as their carrier option.” Since entrepreneurship itself is an innovative dimension promotes in various degree program and there was no scale to measure the entrepreneurial behaviour among management students, hence an adopted scale is used to measure the entrepreneurial behaviour among MBA students. This is developed by Norasmah Othman Malaysia university scholar which will helps to locate prospectus entrepreneurs in universities, since in this study 5 point likert scaling technique used with above parameters.

Data collection for this study was in the year from 2020-2022; the scholar focused on business management students in Telangana state universities as sampling framework. The total number of students enrolled in first and second year during 2020-22 was 797. The scholar had circulated nearly 700 questionnaires by what's app and electronic mail. The total respondents who returned the questionnaires for this study were 314 questionnaires. The scholar found that few respondents had given extreme answers, and some of them were not answered those default questionnaires removed from the study. Thus, only 260 respondents are taken for the study based on Cochran sampling size formula. It is analyzed with descriptive statistics.

VII. DATA TYPE

In the present study the scholar adopted exploratory Research Design to examine the Entrepreneurial behaviors.

- **Data Used For the Study:** Primary Data & Secondary Data.
- **Primary data source (PD):** The Primary Data collected from Business Management students in the Telangana State Universities namely Osmania University, Kakatiya University, Telangana University, Palamuru University, Sathavahana University, Jawaharlal Nehru Technology University and Mahatma University
- **The Secondary Data** collected from Books, Journals, Magazines, and Google & Blogs
- **Data collection tool:** A well organized Questionnaire used as a data collection tool

VIII. SAMPLE

- **Sample Type:** Convenient Sampling.
- **Sample Size:** - 260.
- **Sample Area:** 7 Telangana State Universities.
- **Statistical Tools:** the gathered data analyzed by using the descriptive statistics.

FIELD WORK

A well organized questionnaire prepared by scholar to receive the responses from respondents with 7 major dimensions namely 1.Innovativeness, 2.Risk taking ability, 3.Achievement motivation, 4.Decision making ability, 5.Leadership ability, 6.Management orientation and 7.Goal setting ability with 31statements. This structured questionnaire distributed with the help of Google forms platform and by using e-mail.

DATA ANALYSIS

The scholar analyzed the information from the questionnaires by using descriptive statistics consisting of frequencies, percentages, means, standard deviations and ranking.

The Level of Entrepreneurial Thinking: Interpretation of mean scores as shown in Table 10.1 is to determine the level of behavioral aspects of business management students towards entrepreneurship in Telangana state. The scholar divided mean scores for the Entrepreneurial behaviour into four levels, namely low, medium low, medium high and high as per Norasmah Othman scale.

Table 10.0 Mean Score Interpretation

Mean score	Mean score interpretation
1.00 to 2.00	low
2.01 to 3.00	Medium low
3.01 to 4.00	Medium high
4.01 to 5.00	high

Source: Norasmah Othman 2002; pp. 202.

To measure the level of entrepreneurial behaviour in this study, 31 items consisted of seven dimensions were used.

TABLE: 10.1 BEHAVIORAL COMPONENTS MEAN SCORES, RANKING AND INTERPRETATION (N=260)

STATEMENTS	SA	A	N	DA	SD A	TOTAL	MEAN	RANK	Std.Deviation	Mean score interpretation
A.INNOVATIVENESS										
1. My family and peer groups discourages my innovativeness	39	69	53	40	59	260	3.04	22	1.390	Medium high
2. Entrepreneurial innovations are simple, possess high value and adoptable	51	137	72	0	0	260	3.92	11	0.684	Medium high
3. I will not try to explore startup opportunities for taking up new ventures	37	62	45	98	18	260	2.99	23	1.211	Medium low
4. Innovations in business-startups derives more opportunities	65	141	34	12	8	260	3.93	10	0.917	Medium high
Component over all Mean, Rank, S.D & Interpretation							3.47	5	1.18190	Medium high
B.RISK TAKING ABILITY.										
5. A person should undertake risk to make a big profit than to be content with less profit	60	131	51	8	10	260	3.86	14	0.938	Medium high
6. Person who is not willing to take greater risks usually have a better financial condition	28	83	47	75	27	260	2.96	24	1.207	Medium low
7. Trying an entirely new enterprise by a person involves risk, but it rewards higher	66	126	42	11	15	260	3.83	16	1.040	Medium high
8. I learnt that moderate risk-taking fetches good results	40	113	46	38	23	260	3.42	19	1.175	Medium high
9. I am willing to take up innovations which even prone to on natural uncertainties	32	153	32	19	24	260	3.58	18	1.093	Medium high
Component over all Mean, Rank, S.D & Interpretation							3.458	6	1.69448	Medium high
C.ACHEIVEMENT MOTIVATION										
10. I work differently to achieve more	74	142	26	7	11	260	4.00	8	0.936	Medium high
11. I would not like to accept new challenges because that makes me to work harder	37	81	28	60	54	260	3.05	21	1.395	Medium high
12. I want to earn only to attain a comfortable way of life	54	82	38	69	17	260	2.67	29	1.252	Medium low
13. I could get satisfaction of serving customers than mere earning profit	54	155	31	10	10	260	3.90	12	0.905	Medium high

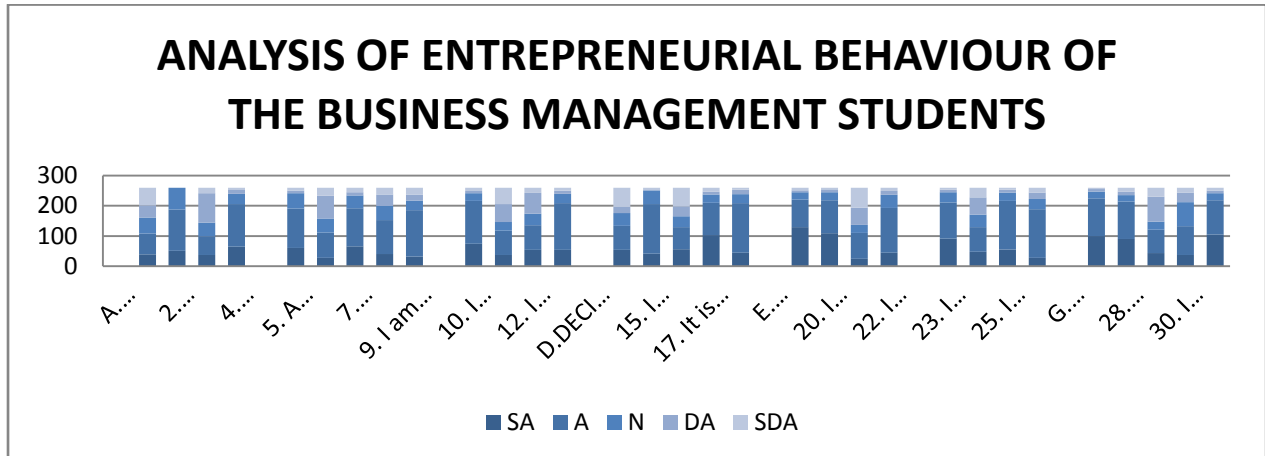
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Component over all Mean, Rank, S.D & Interpretation							3.405	7	1.18190	Medium high
D.DECISION MAKING ABILITY										
14. I always depend on elders, teachers, mentors, friends and relatives to take decision on important activities	54	80	42	20	64	260	2.85	27	1.478	Medium low
15. I will consider seasonality future factors before decision making in entrepreneurship	41	165	45	0	9	260	3.88	13	0.794	Medium high
16. One should not take timely decision to achieve in life	56	73	36	33	62	260	2.89	26	1.490	Medium low
17. It is necessary for a person to look after all the choices before making final decisions	103	107	27	10	13	260	4.07	6	1.051	High
18. I normally decide based on prevailing conditions and also anticipated future	44	165	29	15	7	260	3.86	15	0.859	Medium high
Component over all Mean, Rank, S.D & Interpretation							3.51	3	2.66478	Medium high
E.LEADERSHIP ABILITY										
19. I will be leader than follower	129	91	25	6	9	260	4.25	1	0.968	High
20. I am happy to solve problems before somebody tries to solve it	109	109	27	9	6	260	4.18	2	0.917	High
21. I will not motivate others to get desired results	24	86	27	57	66	260	3.21	20	1.377	Medium high
22. I will lead the team of like-minded professionals to take up enterprise	45	148	43	13	11	260	3.78	17	0.935	Medium high
23. I find very easy to manage things as I am good at communication skills	91	120	34	8	7	260	4.08	5	0.918	High
Component over all Mean, Rank, S.D & Interpretation							3.855	1	1.64557	Medium high
F.MANAGEMENT ORIENTATION										
24. I have not learnt the operational skills duly rather than mere doing things	48	81	42	57	32	260	2.78	28	1.312	Medium low
25. I always set priorities and organize to achieve my goals	55	161	28	9	7	260	3.95	9	0.837	Medium high
26. I will not make use of incubation facilities available to initiate an enterprise	28	161	34	21	16	260	2.37	31	0.991	Medium low
Component over all Mean, Rank, S.D & Interpretation							3.295	8	1.3306	Medium high
G.GOAL SETTING ABILITY										
27. I always set standards to achieve more in a life	100	125	22	9	4	260	4.18	3	0.845	High
28. Setting goals will always help to boost the confidence of an individual	90	124	21	12	13	260	4.02	7	1.032	High
29. Setting goals is not an important aspect in start-up ventures	43	78	26	83	30	260	2.92	25	1.320	Medium low
30. I will not set short- and long-term goals based on nature of enterprises	37	95	80	32	16	260	2.60	30	1.070	Medium low
31. I would try to set my goals before completing M.B.A. course	105	113	24	8	10	260	4.13	4	0.975	High
Component over all Mean, Rank, S.D & Interpretation							3.57	2	1.59348	Medium high
Over all mean scores of 31 statements							3.509	4	1.84	Medium high

Source: Field Work Primary Data statistics

SA- strongly agree A- agree N-neutral DA-disagree SDA- strongly disagree N- sample μ - mean σ - standard deviation

FIGURE: 10.1



Interpretation: From the above table 10.1 it is clear that among 7 components with mean scores and ranking leadership ability component with 3.855 mean score medium high category reveals that entrepreneur behaviour majorly influences by leadership qualities. As per the above table with 3.57 mean score goal setting ability is also an important component to influence the entrepreneurs as the management students are also saying that setting goals with a standard manner will boost the entrepreneurial behaviour; Apart from the above 2 components decision making ability component with a mean score 3.51 falls under medium high entrepreneurial category. The descriptive value for the innovativeness of entrepreneurs is key factor to get success while operating or to start startup family and peer group support makes fortunate opportunities and with a mean score 3.458 the risk taking ability component falls under medium high category with this component descriptive statistics the proportionate risk may yields the proportionate returns in enterprise lastly the table value 3.405 achievement motivation component also falls under medium high category and it is ranked as seventh influential element in the behavioral influence.

table 10.1 the overall measurement of behavioral aspects of business management students towards entrepreneurship in Telangana state universities measured with a 5 point likert standard scale with coding 12345 for negative statement 54321 for positive statement opting mean score and standard values and its interpretation results that the overall entrepreneurial behaviour towards entrepreneurship medium high it means there may be different factors influences the behaviour of a person hence, in this study scholar studied with 7 dimensions with 31 statements and those components make an efficient entrepreneur among of all these the overall mean score of 31 statements states that the behavioral aspects of Telangana state university students medium high it is due to lack of skills and knowledge and high dependence on public sector employment among of all these students had leadership abilities is high with mean score 3.855 and it is low in the aspects of achievement motivation its mean score is 3.405 hence over all mean score is 3.295 with 4 rank of mean score interpretation in the averages category.

FINDINGS

1. The behavioral aspect for innovativeness among the MBA students in the state universities in Telangana has been found to be medium High. This indicates that the innovativeness of the respondents is reasonably good.
2. The risk taking ability of the respondents has been found to be medium High. That means the respondents are moderately risk taking in nature.
3. The behaviour of achievement motivation among the MBA students in the state universities has been found to be medium High indicating reasonably high degree of achievement to motivation among respondents.
4. The behaviour for decision making among the respondents has been found to be medium high indicating reasonably high ability of decision making among the respondents.
5. The ability to lead the group among the respondents has been found to be medium High, which means the respondent possess the reasonably high leadership skills.
6. The management orientation among the respondents has been found to be medium High. This indicates that the respondents possess high managerial skills.

7. The behaviour for goal setting ability of the respondents has been found to be medium high indicating reasonably high degree of goal setting nature of MBA students in the state universities in Telangana.
8. The behaviour of the respondents in terms of degree of innovativeness, risk taking ability, achievement motivation, decision making ability, leadership ability, management orientation and goal setting ability together has been found to be medium High. This means the behaviour among the MBA students is quite positive and favorable towards entrepreneurship.

SUGGESTIONS

1. Since; the behaviour of the respondents towards innovativeness is found to be medium High; there is a need to motivate the MBA students in the state university in Telangana to cultivate innovative thinking.
2. Since the respondents have been found to believe in risk- reward theory and are ready to accept business risk, the government should reward the risky entrepreneurial efforts of the MBA students.
3. The achievement motivation among the MBA students in state universities in Telangana has been found to be high; hence the universities should show them business opportunities to help them achieve success.
4. The university should help the students set up higher order goals and train and motivate them to achieve those goals.
5. The Business Management students should be trained in Managerial and other entrepreneurial skills in order to become successful entrepreneurs.

IX. CONCLUSION

It has always been a challenging task to understand the entrepreneurial behaviors of people. An effort has been made in this study to know the entrepreneurial behaviors of MBA students in state universities in Telangana state. The behaviour of respondents in terms of degree of innovativeness, risk taking ability, achievement motivation, decision making ability, leadership ability, management orientation and goal setting ability together has been found to be medium High. This means the behaviour among MBA students is quite positive and favorable towards entrepreneurship. Since the behaviors are favorable, the MBA students in the state universities in Telangana are definitely intended to take up entrepreneurship as their career.

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