

**ASSESSING THE ENTREPRENEURIAL INCLINATION OF UNIVERSITI
UTARA MALAYSIA MBA STUDENTS**

**A Thesis Submitted to the Graduate School in partial
fulfillment of the requirements for the degree
of Master of Science (Management)
Universiti Utara Malaysia**

by

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ABSTRAK

Tujuan kajian ini adalah untuk menyelidik faktor-faktor demografik yang berkaitan dengan kecenderunagn keusahawanan dikalangan pelajar-pelajar MBA di Universiti Utara Malaysia. Secara khususnya kajian ini cuba memastikan perhubungan di antara kecenderungan keusahawanan pelajar-pelajar MBA dengan faktor-faktor demografik yang dikaji; jantina, umur, bangsa, taraf perkahwinan, dan kawasan tempat tinggal.

Untuk menjalankan kajian ini, suatu penyelidikan kuantitatif telah digunakan. Unit analisis untuk kajian ini ialah pelajar-pelajar MBA Universiti Utara Malaysia yang berada di kampus Sintok, Kedah. Sebanyak 189 pelajar MBA terlibat di dalam kajian ini yang dipilih secara Kaedah Rawak Mudah. Borang soalselidik telah diedarkan kepada responden di dalam kelas-kelas semasa sesi kelas sedang berlansung. Borang soalselidik diedarkan sama ada oleh penyelidik sendiri, pensyarah, ataupun kawan-kawan penyelidik yang berada di dalam kelas yang di sasarkan. Responden di beri 15 minit untuk menjawab borang soalselidik tersebut. Borang soalselidik dikutip sejurus selepas responden selesai menjawab Kadar pulangan dan kadar kebolehgunaan borang soalselidik adalah 100%.

Alat pengukur yang digunakan terdiri daripada dua bahagian; Bahagian A dan Bahagian B. Bahagian A digunakan bagi mengumpul maklumat demografik, manakala Bahagian B digunakan untuk mengukur kecenderungan keusahawanan responden. Bahagian B alat pengukur ini diubahsuai daripada Skala Orientasi Sikap Keusahawanan yang dihasilkan oleh Robinson et al (1991), Skala Kecenderunagn

Am Keusahawanan yang dihasilkan oleh Durham University Business School, dan alat pengukur Barcelona (1992).

Data yang dikumpul telah dianalisis dengan menggunakan kaedah ujian t dan ANOVA satu arah untuk menentukan kesan ciri-ciri demografik keatas kecenderungan keusahawanan. Paras 0.05 telah ditetapkan sebagai tahap signifikan untuk membuat keputusan mengenai hipotesis.

Dapatan kajian ini menunjukkan tidak terdapat hubungan yang signifikan dalam kecenderungan keusahawanan di kalangan pelajar MBA berdasarkan kepada faktor-faktor demografik jantina, umur, bangsa, taraf perkahwinan, dan kawasan tempat tinggal.

Berdasarkan dapatan kajian, cadangan-cadangan untuk kajian lanjutan telah disyorkan, dan cadangan-cadangan kepada pembuat-pembuat dasar di peringkat universiti dan kebangsaan yang bertanggungjawab merancang program keusahawanan juga dikemukakan.

ABSTRACT

This study investigated the entrepreneurial inclination of Universiti Utara Malaysia MBA students. Specifically it aimed to investigate the relationships between entrepreneurial inclination and the demographic characteristics, namely gender, age, ethnicity, marital status, and residence area of Universiti Utara Malaysia MBA students.

In order to carry out this research, a descriptive quantitative study was carried out. The units of analysis were the MBA students in Universiti Utara Malaysia main campus at Sintok, Kedah. Various MBA classes were selected using the Simple Random Sampling approach and all of the students from these selected classes became the respondents for this study. 189 respondents were managed to be included in the study. The questionnaires were distributed either by the researcher himself, through the lecturers of respective classes, or through researcher's friends who happened to be in the targeted classes. The respondents were given 15 minutes to attempt the questionnaire. The questionnaires were collected immediately after the respondents completed them. This technique of distribution yields a 100% of response rate and usable rate.

The instrument used consisted of 2 parts; Part A and Part B. Part A was used for a demographic survey, and Part B was used to measure the entrepreneurial inclination of the respondents. The latter part of the instrument was adopted from the Entrepreneurial Attitude Orientation Scale developed by Robinson (1991), the General Entrepreneurial Tendency developed by the Durham University Business School (1988), and Barcelona's (1992) survey.

Data were analyzed using the t-test and one way ANOVA to determine the differences in demographic characteristics and their effects on the entrepreneurial inclination of the MBA students. The 0.05 level of significance was used as the critical level for discussions regarding the hypotheses.

The study found that all the demographic factors; gender, age, ethnicity, marital status, and residence area, did not appear to have significant effects on the entrepreneurial inclination of the MBA students.

Based on the findings, suggestions for further research and recommendations for decision makers in policy formations at the university and national levels on entrepreneurship development programs have been forwarded.

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9. And above all, to God, Allah the Almighty.

DEDICATION

I take a great deal of pride in dedicating this thesis;

To my father Abdullah b. Othman

my mother Salbiah bt. Tajul Arose

my grandfather Man b. Din

and

especially to

my grandmother Yah bt Shafie

TABLE OF CONTENTS

	Page	
Permission to Use	ii	
Abstract (Bahasa Melayu)	iii	
Abstract (English)	v	
Acknowledgements	vii	
Dedication	ix	
Table of Contents	x	
List of Tables	xv	
List of Figures	xvii	
CHAPTER 1		
Introduction		
1.1	Background of the Study	1
1.2	Statement of the Problem	4
1.3	Definition of Terms	5
1.4	Research Objectives	6
1.5	Research Hypothesis	8
1.6	Research Model	10
1.7	Significance of Study	11
1.8	Delimitation of Study	12

CHAPTER 2

Literature Review and Related Conceptual Framework

2.1	Review of Related Literature	13
2.2	A Conceptual Framework for Research Model	28

Indicator of Entrepreneurial Inclination

2.2.1	Need for Achievement and Entrepreneurship	29
2.2.2	Internal Locus of Control and Entrepreneurship	31
2.2.3	Calculated Risk Taking and Entrepreneurship	33
2.2.4	Creative Tendency and Entrepreneurship	35
2.2.5	High Need for Autonomy and Entrepreneurship	36

Demographic Characteristics and Entrepreneurship

(Independent Variables)

2.2.6	Gender	37
2.2.7	Age	39
2.2.8	Ethnicity	41
2.2.9	Marital Status	43
2.2.10	Residence Area	43

2.3	Operational Definition of Dependent and Independent Variable	
-----	--	--

Dependent Variable

2.3.1	Need for Achievement	43
-------	----------------------	-----------

2.3.2	Internal Locus of Control	44
2.3.3	Calculated Risk Taking	44
2.3.4	Creative Tendency	44
2.3.5	Need for Autonomy	44
<i>Independent Variable</i>		
2.3.6	Gender	45
2.3.7	Age	45
2.3.8	Ethnicity	45
2.3.9	Marital Status	45
2.3.10	Residence Area	45

CHAPTER 3

Research Design and Methodology

3.1	Source of Information	
3.1.1	Unit of Analysis	46
3.1.2	Population	47
3.1.3	Sample and Sampling Technique	47
3.2	Respondents' Profile	
3.2.1	Gender	48
3.2.2	Age	49
3.2.3	Ethnicity	51

3.2.4	Marital Status	53
3.2.5	Residence Area	54
3.3	Data Gathering Technique	
3.3.1	The Instrument	55
3.3.2	Validity and Reliability of the Instrument	63
3.3.3	Data Collection	63
3.4	The Data Analysis Technique	
3.4.1	Statistical Tools and Usage	65
3.4.2	Criteria Used for Decision Making	66

CHAPTER 4

Presentation and Discussion of Findings

4.1	Findings and Discussion	67
4.1.1	Variation in entrepreneurial inclination among male and female MBA students.	68
4.1.2	Variation in entrepreneurial inclination among MBA students of various age groups.	70
4.1.3	Variation in entrepreneurial inclination among MBA students of various ethnic groups	72
4.1.4	Variation in entrepreneurial inclination according to marital status of MBA students	75

4.1.5	Variation in entrepreneurial inclination according to residence areas of MBA students.	77
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CHAPTER 5

Summary, Conclusion, and recommendation

5.1	Summary	80
5.2	Conclusions	86
5.3	Recommendations	90

BIBLIOGRAPHY	93
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APPENDIXES

Appendix I- ENROLMEN PELAJAR SARJANA UNIVERSITI UTARA
MALAYSIA PADA SESI AKADEMIK NOVEMBER 2002/2003

Appendix II- Questionnaire

Appendix III- Correspondence

LIST OF TABLES

Table no.	Title	Page
3.1	Distributions of Respondents According to Gender	48
3.2	Distributions of Respondents According to Age	50
3.3	Distributions of Respondents According to Ethnicity	51
3.4	Cross tabulation of Gender * Race	52
3.5	Distributions of Respondents According to Marital Status	53
3.6	Distributions of Respondents According to Residence Area	54
3.7	Distribution of questionnaire Items for measuring demographic factors (Part A)	55
3.8	Distribution of questionnaire Items for Measuring Entrepreneurial Inclination (Part B)	56
3.9	Items on Need for Achievement	58
3.10	Items on Internal Locus of Control	59
3.11	Items on Calculated Risk Taking	60
3.12	Items on Creative Tendency	61
3.13	Items on Need for Autonomy	62
3.14	Criterion for Acceptability	63
3.15	Data Analysis Tools	65
4.1	Mean, standard deviation, and t value for entrepreneurial inclination of male MBA students and female MBA students.	68
4.2	Analysis of variance of age with entrepreneurial inclination	70
4.3	Analysis of variance of ethnicity with entrepreneurial inclination	72
4.4	Mean, standard deviation, and t value for entrepreneurial inclination of married MBA students and single MBA students.	75

LIST OF TABLES (Continued)

4.5	Mean, standard deviation, and t value for entrepreneurial inclination of MBA students who resided in the rural area and MBA students who resided in the urban area.	78
-----	---	----

LIST OF FIGURES

Figure no.	Title	Page
Figure 1.1	Research model for assessing the entrepreneurial inclination of Universiti Utara Malaysia MBA students.	10
Figure 3.1	Distributions of Respondents According to Gender	49
Figure 3.2	Distributions of Respondents According to Age	50
Figure 3.3	Distributions of Respondents According to Ethnicity	51
Figure 3.4	Distributions of Respondents According to Ethnicity	53
Figure 3.5	Distribution of Respondents According to Residence Area	54

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The aim of this study is to identify factors that are associated with entrepreneurial inclination. This study also attempts to investigate the entrepreneurial inclination among the MBA students in UUM.

Interest in entrepreneurship has seen an increasing trend in many parts of the world and this is due to the association between new venture creation and economic development (Cromie, 2000). The importance of entrepreneurship is currently recognized worldwide. For the past two decades, the proliferation of programs and other related activities aimed at fostering entrepreneurship education and development around the world clearly reflect the importance of entrepreneurship. This enhanced interest is obvious in the growth of self-employment and an increase in the rate of company formations, as well as the number of universities where entrepreneurial courses are offered. There are also numerous books, magazines, journals, and the number of professional bodies devoted to the subjects (Golam, 1994).

The last decade has seen a strong current of renewed interest in entrepreneurship research and practice. This entrepreneurial revolution is likely to be sustained into the next decade, helped by the opening up of China

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