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UNIVERSITI UTARA MALAYSIA

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TARAMISI SAMA-AE

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SIGNATURE
Government funding for the enhancement of entrepreneurship and enterprise activity has been given a priority for a number of years. The higher education sectors have responded by increasing the amount of education given to students to prepare them for an entrepreneurial future. However, many students do not turn out to be an entrepreneur after their graduation. Students’ behavior and decision to involve in entrepreneurship can be explained by their intention. Therefore, this paper aimed at (i) exploring the level of entrepreneurial intention among Thai students who are currently studying at Universiti Utara Malaysia (UUM), and (ii) examining the entrepreneurial intention among these students according to the internal factors (personal attribute of students) and external factors (environment) and the potential connection or relationship between them. A structured questionnaire was used and it was personally distributed to 150 respondents. The finding of the study shows that the Thai students show a high level of internal factors (i.e., need for achievement, locus of control, risk taking, and self-confidence). The finding also reveals that there is a significant relationship between the external factors (i.e., market, financing, society, and university) and entrepreneurial intention among Thai students.

KEYWORDS: Entrepreneurial Characteristics (Internal Factors and External Factors), Entrepreneurial Intention, and Entrepreneurship.
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CHAPTER ONE

INTRODUCTION

1.1 Overview

This section presents the overview of the entrepreneurial intention, which consists of five parts: (1) Background, (2) Problem Statement, (3) Research Objectives, (4) Significance of Research, and (5) Scope of Research.

1.2 Background

Entrepreneurship is a decisive factor in order for today’s economy of knowledge to attain its competitive and dynamic character. It is the driving force for the achievement of economic development and job creation, contributing at the same time to personal development and effectively dealing with numerous pathogenic social phenomena (Nurwahida, 2007, Sarri, and Trihopoulou, 2005). Moreover, Thurik and Wennekers (2004) asserted that “in today’s world small businesses, and particularly new ones, are seen more than ever as a vehicle for entrepreneurship, contributing not just to employment social and political stability, but also to innovative and competitive power”
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