

**FACTORS INFLUENCING SELF-EMPLOYMENT
INTENTION AMONG NIGERIAN POST-GRADUATE
STUDENTS OF UNIVERSITI UTARA MALAYSIA (UUM)**

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UNIVERSITI UTARA MALAYSIA (UUM)**

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**Thesis submitted to
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(Management)**

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ABSTRAK

Laporan menunjukkan bahawa lebih dari 60 % belia di bawah 30 tahun berminat untuk memiliki perniagaan mereka sendiri. Walau bagaimanapun, hanya sebilangan kecil pelajar memulakan perniagaan selepas menamatkan pengajian disebabkan oleh hakikat bahawa menjadi seorang usahawan tidak dianggap sebagai kerjaya pilihan. Kajian ini bertujuan untuk melihat hubungan di antara pendidikan keusahawanan, pengalaman keusahawanan dan sikap keusahawanan sosial sebagai faktor yang mempengaruhi niat bekerja sendiri. Kajian ini dijalankan berdasarkan Teori Kelakuan Terancang (Theory of Planned Behavior, TPB), Teori Sosial Kognitif (Social Cognitive Theory, SCT) dan Teori Kerjaya Kognitif Sosial (Social Cognitive Career Theory, SCCT). Kaedah tinjauan kelolaan sendiri telah digunakan untuk mengedarkan soal selidik bagi mengumpul data primer melalui teknik persampelan rawak mudah daripada 113 pelajar pasca siswazah Nigeria di Universiti Utara Malaysia (UUM) yang berstatus aktif. Data yang dikumpul kemudian dianalisis secara statistik. Hasil kajian ini mendapati bahawa pendidikan keusahawanan, pengalaman keusahawanan dan sikap keusahawanan sosial berhubung positif dengan hasrat pelajar pasca siswazah Nigeria di UUM ke arah bekerja sendiri. Kajian ini memberi sumbangan yang diperkaya dengan pengetahuan dan implikasi besar kepada teori dan amalan keusahawanan. Ia juga memberi isyarat kepada pnggubal polisi seperti pihak berkuasa pendidikan dan kerajaan untuk melihat ke dalam pengaruh pendidikan keusahawanan, pengalaman keusahawanan lampau dan juga sikap keusahawanan sosial sebagai faktor-faktor yang mempengaruhi niat pelajar untuk bekerja sendiri.

Katakunci: Pendidikan keusahawanan, pengalaman keusahawanan, sikap keusahawanan social, niat bekerja sendiri.

ABSTRACT

Report shows that more than 60% of young individuals below 30 years of age are interested in owning their own business. However, only a small number of students start a business immediately after graduation due to the fact that being an entrepreneur is not considered as a career option. This study seeks to examine the relationship between entrepreneurship education, entrepreneurial experience and societal entrepreneurship attitude as factors influencing self-employment intention. The study was theoretically based on the Theory of Planned Behavior (TPB), Social Cognitive Theory (SCT) and Social Cognitive Career Theory (SCCT). Self-administered survey method was used to distribute questionnaire for collecting primary data through a simple random sampling technique from 113 Nigerian postgraduate students of Universiti Utara Malaysia (UUM) who are active in status. The collected data were then analyzed. The findings of this study found that entrepreneurship education, entrepreneurial experience and societal entrepreneurship attitude are positively related to UUM's Nigerian postgraduate student's intention towards self-employment. The study provides an enriched contribution to knowledge and significant implication to the theory and practices of entrepreneurship. It also signaled to policy makers such as education authority as well as government to look into the effect of entrepreneurship education, prior entrepreneurship experience as well as societal entrepreneurship attitude as influencing factors on students' intention of becoming self-employed.

Keywords: Entrepreneurship education, entrepreneurial experience, societal entrepreneurship attitude, self-employment intention.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Entrepreneurship is a global phenomenon affected by the emergence of new small and innovative start-up businesses, which is positively resulting in economic growth across the world. Due to these new small businesses positive contributions to the economy, it plays a significant role in creating new jobs, influencing governments to recognize and support entrepreneurial start-up activity. In the early days, entrepreneurship was traditionally viewed and supported by the economist as a mechanism that is responsible for economic expansion (Cole, 1965; Weber, 1930) due to its profit oriented association, as well as the formation of new markets and capital investment (Cantillon, 1755; Schumpeter, 1934).

According to the Global Entrepreneurship Monitor (GEM, 2000) report, society's key social and cultural norms are the general attitude of the public towards entrepreneurship as well as the understanding and support of its importance in that society. For instance, in a study that was conducted in several European countries, it was found that society's negative stance concerning change, innovation and creativity drastically reduced the number of people involved in forming or starting a new business.

Entrepreneurship from an academic point of view is still generally considered a new area even though its origin can be dated back to the seventeenth century, when an economist, Richard Cantillon gave the term, '*entrepreneur*' (Cantillon, 1755). Numerous

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