THE INFLUENCE OF ENTREPRENEURSHIP EDUCATION AND STUDENTS’ VIEWS ON SELF-EMPLOYMENT AMONG POSTGRADUATE STUDENTS IN UNIVERSITI UTARA MALAYSIA

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By
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This research paper contains the findings of an examination of the relationship between entrepreneurship education and views on self-employment. Using a sample of 160 postgraduate students of Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, this research paper seeks to determine whether the knowledge acquired in entrepreneurship courses has influence on the views expressed by postgraduate students on self-employment. Correlation and linear regression are used for analysis. The findings, based on correlation analysis suggest that there is significant correlation between the predictor variables (communication skills, innovation and technical knowledge) and views on self-employment at significant levels. Consistent with expectation, the linear regression analysis result shows a significant positive relationship between innovation and views on self-employment. Technical knowledge is also positively significantly related to views on self-employment. In contrast to prediction, the study indicates an insignificant relationship between communication skills and views on self-employment. The findings have implication for theory and practice. The place of spillover theory of entrepreneurship is supported in the study. Educators and managers should prioritize technical knowledge and innovation for nascent entrepreneurs to enhance their performance. Time is a limiting factor for this study, and scope may limit the generalization of the findings.

Keywords: self-employment, communication skills, innovation, technical knowledge, entrepreneurship education.
ABSTRAK


Kata Kunci: Bekerja sendiri, kemahiran komunikasi, inovasi, pengetahuan teknikal, pendidikan keusahawanan
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<td>INN</td>
<td>Innovation</td>
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<td>TEK</td>
<td>Technical Knowledge</td>
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<td>UUM</td>
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<td>Othman Yeop Abdullah</td>
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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Self-employment is currently on the increase globally, right perception on this new trend will invariably lead to poverty reduction and reduced joblessness among university graduates (Goetz, Fleming, & Rupasingha, 2012). This is in contrast to earlier perception that self-employment is low paying meant for retrenched workers or retirees and that the self-employed are largely poor (Fields, 2014; Goetz et al., 2012). The decision to become self-employed hinges on wide array of factors which include graduates unemployment, inability to get well paid job, job satisfaction, personality traits, independence etc. Therefore, becoming a nascent entrepreneur is viewed as the panacea (Fields, 2014; Lange, 2012; Stel, 2005).

Preference for self-employment could be because of the benefit inherent in it, most especially when the benefit is high (Meager, Martin, & Carta, 2011). The pursuit of self-employment as postulated by earlier researchers is an issue of individual differences and this depends to an extent on individual’s perspective (Singh, Saghafi, Ehrlich, & De Noble, 2010). The knowledge spillover theory supports the opinion that knowledge has the capacity to influence views on self-employment (Audretsch, Keilbach, & Lehmann, 2005).
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