

**ENTREPRENEURIAL MINDSET AND NEW VENTURE CREATION:
EVIDENCE FROM UNIVERSITI UTARA MALAYSIA (UUM)
INTERNATIONAL STUDENTS**

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**A Thesis Submitted to the Ghazali Shafie Graduate School of Government
In Fulfillment of the Requirements for the Master Degree
Universiti Utara Malaysia**

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ABSTRACT

It is widely accepted that the issue of unemployment among the graduates is order of the day globally. Entrepreneurship addresses this issue through the creation of new ventures which have a significant influence on the world economic growth. The entrepreneurial spirit among the students in universities has been very low. There have been positive attempts to improve the role of university graduates as creators of new ventures. This study examined the entrepreneurial mindset and new venture creation among international students in Universiti Utara Malaysia (UUM). This study finds very distinct support of entrepreneurial orientation, entrepreneurship perception and university's role as the factors that influence new venture creation among the international students. The study employed a cross sectional approach with the use of survey questionnaires in collecting data. A total of 273 responses were analyzed using multiple regressions analysis. The results indicated that there are positive relationships between all the variables.

Key Words: Entrepreneurial Orientation, Entrepreneurship Perception, University's Role, New Venture Creation.



ABSTRAK

Umum mengetahui tentang isu pengangguran di kalangan graduan universiti. Bidang keusahawanan berupaya menangani isu ini menerusi pembentukan *venture* baru. *Venture* baru yang memberi kesan kepada pertumbuhan ekonomi dunia. Smangat keusahawanan di kalangan pelajar universiti adalah rendah. Terdapat usaha-usaha positif bagi meningkatkan peranan graduan universiti sebagai pembentuk *venture* baru. Kajian ini menyelidik hubungan diantara pemikiran keusahawanan dan pembentukan *venture* baru di kalangan siswa antarabangsa Universiti Utara Malaysia (UUM). Kajian mendapati orientasi keusahawanan, persepsi keusahawanan dan peranan universiti sebagai faktor yang mempengaruhi pembentukan *venture* baru di kalangan siswa antarabangsa. Kajian menggunakan kaedah keratan rentas dan boring soal selidik dalam kutipan data. Sebanyak 273 dianalisis menggunakan regresi berbilang. Dapatan kajian menunjukkan hubungan positif di antara semua pembolehubah yang dakaji.

Kata Kunci: Orientasi Keusahawanan, Persepsi Keusahawanan, Peranan Universiti, Pembentukan *Venture* Baru.



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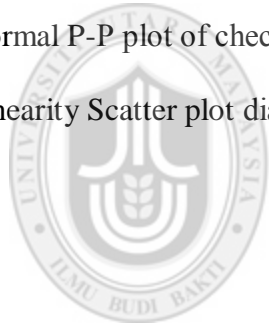
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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter elucidate on the background of the study, where by the over view on the scope of the research is explained. This chapter also discussed the problem statement, followed by the research questions, research objectives, significance of the study, scope of the study and finally conclusion.

1.2 Background of the study

Global phenomenon of graduates leaving universities and other tertiary institutions is increasing all over the world. Creating a new business is a stressful task that needs basic entrepreneurial background. Searching for wage or salary employment on the other hand is also demanding and stressful process due to the changes in global economy and scarce job opportunities in the labor market. These crisis negatively affected labor market, in a situation where they were unable to accommodate the graduates from universities and institutes of higher leanings.

Nowadays inadequate job opportunities in the labor market resulted to the number of problems in the society such as mental illness, loss of confidence, depression, redundancy are among the others. This incidence forced individuals to find other alternatives way out in order to survive. This dilemma forced wise persons among the graduates to venture into new businesses. Individual ability in adapting dynamic changes may give him/her resilience for starting a new business venture. Exploring and utilizing potential opportunities may result in creation new business ventures at individual level and organizational level which can lead to the sustainable economic development of the nations.

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