

A Study on the Association between Sustainability Inclination and Entrepreneurship Intention among the College Students of Palakkad District.

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Abstract: In today's competitive global environment entrepreneurial behaviour plays a major role to meet various challenges emerging in the Indian economy. It creates new employment opportunities. There is no need for huge and complex building or infrastructure facilities to conduct a business idea into practical. If an individual has creative idea, determination or his mind with full of dedication there were enormous tools to conquer the entire industries. Sustainability is a broad and wide concept. Some experts says it should be relates with ecology and protection of valuable natural resources. But some other experts says that it refers to sustained economic progress. Sustainable development is perhaps the most prominent topic of our time. Sustainable development refers to "development that meets the need of the present without compromising the ability of future generations to meet their own needs" (UNCSD, 2001). Entrepreneurship stands for a business driven concept of sustainability which focuses on increasing both social and business value-it is called Shared Value. Sustainable entrepreneurship helps to attain business objectives through balanced economic health, social equity and environmental resilience. In today's competitive market the environmental and societal issues are excess. People who are interested in considering societal and environmental issues also sustainability oriented ones. such persons could potentially interested in supporting initiatives and forming business which maintain the idea of sustainability. From the perspective of an individual entrepreneur, exploiting entrepreneurial opportunities can be attractive because such opportunities bring with them the promise of a meaningful career. The negative impact of global warming are widely attained, many countries faced mass unemployment problems and challenges resulting because of globalized economy and society. The individuals who are agitated by the problems of sustainability also display the entrepreneurial objectives. Given the imperfections in market creates numerous opportunities for entrepreneurship connected with sustainable development. Contributing individual sustainability inclination to models of entrepreneurial objectives which could improve or increase their evaluative or descriptive power. This article shows evidence that entering sustainability inclination into the equation is actually meaningful based on the data collected with the help of questionnaire among commerce students and alumni. Also we suggest measures to cherish an evidently existing potential for sustainable entrepreneurship.

Keywords: Sustainable Entrepreneurship, Sustainability inclination, Entrepreneurial objectives.

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I. Introduction

Entrepreneurship intension is a very important quality of a person to be successful in the field of business. Many of the students who join Bachelor of Business Administration (BBA) or Engineering courses are having entrepreneurship intention. They are having an intention either to start a new business firm or to run their family business firms. The most important factor that attracts them to business world is its possibility to earn huge profit. As profit making is the main intention of every business organization, it should go in hand with the environmental needs of the time. As the number of business firms increases, the quality of environment deteriorates. Here the concept of Sustainable Development arises. The major inputs for every business organizations are extracted from the environment, whether it is raw materials, labour, etc. it should be extracted in such a way that it should not deteriorate the quality of the environment. Our activities in any way should not restrict the right of the next generation to use the resources of the environment and this is what Sustainability means.

The fact is that profit maximization motive and sustainability have the inverse relationship. Mere profit maximization intention may lead to exploitation of the environmental resources. We have so many examples for such phenomenon like Coco Cola Plant at Plachimada, Palakkad, overuse of Endosalphan at Kasarkode District, etc. There should be proper balance between profit intention and thirst for sustainability.

Here a study is conducted to know whether any difference exist between Business students, Engineering students and Alumni Students with regard to Entrepreneurship Intention and Sustainability Inclination. Further attempt is made to bring to the light the association between the Sustainability Inclination and Entrepreneurship Intention.

The study is conducted at Palakkad district of Kerala, where entrepreneurship is only at the beginning stage. People here are basically having agriculture background so that their motive for profit is limited. But because of change in the focus of both Central and State Governments from agriculture to business, there are so many new generation students who really want a good career in the field of business. At the same time, we need business people with deep sense of Social Responsibility and Sustainability.

II. Review Of Literature

The following related literatures have been gone through to make the present study a reality:

1. **Andreas Kuckertz and Marcus Wagner, The role of Business Experience on Sustainability Orientation and Business Intention, 2010:** Based on survey data collected from engineering and business students and alumni of three universities, the study provides evidence that entering sustainability orientation into the equation is actually meaningful. However, the findings suggest that the positive impact of sustainability orientation vanishes with business experience.
2. **Jeremy K. Hall and Gregory A. Daneke, Sustainable development and entrepreneurship: Past contributions and future directions, 2010:** This study discusses the emerging research concerned with sustainable development and entrepreneurship. Entrepreneurship has been recognized as a major conduit for sustainable products and processes, and new ventures are being held up as a panacea for many social and environmental concerns. However, there remains considerable uncertainty regarding the nature of entrepreneurship's role and how it may unfold. This study begins with an overview of sustainable development and the role of entrepreneurship and outline recent contributions exploring this role.
3. **Lutz E. Schlange, What Drives Sustainable Entrepreneurs?, 2007:** Over the last decade a new idea has emerged within scholarly discussion about entrepreneurial theory and practice which deals explicitly with sustainable entrepreneurship. Sustainability as it has been conceptualized by the Brundtland-Commission in the late 1980ies is orientated towards a threefold set of objectives: society/ethics, economy, and ecology. An important research question within the sustainable entrepreneurship discussion which is also addressed in this paper is to understand the nature, motivation and drivers of so-called ecopreneurs, green entrepreneurs, or sustainable entrepreneurs. The findings from a field study of ten startup firms confirm that a main characteristic of sustainable entrepreneurs is a strong emphasis on ecological aspects in their business vision as opposed to the traditional entrepreneurial aspiration to grow and create profits.
4. **Gregory G. Dess and G. T. Lumpkin, The Role of Entrepreneurial Orientation in Stimulating Effective Corporate Entrepreneurship, 2005:** This study discusses research that examines the relationship between a firm's entrepreneurial orientation and their overall performance. The authors note that firms that follow a strategy of corporate entrepreneurship are able to pursue growth through new venture opportunities and strategic renewal. Firms that are able to effectively follow this strategy experience sustainable advantages and yield above-average returns. They outline and discuss five dimensions of corporate entrepreneurship including autonomy, innovativeness, proactiveness, competitive aggressiveness and risk-taking. They examine what implications these strategies have for managers and identify areas of future research.

RELEVANCE OF THE STUDY

Sustainable development and preservation of environment is essential to protect our place from the ravages inflicted on it by mankind. Entrepreneurship is supposed to work for to attain the economic success. Sustainable entrepreneurs need to maintain entrepreneurship behavior by balancing economic health, social equity and environmental protection. In our paper we are interested to answer the question of how sustainability orientation and Entrepreneurial intentions are related in practice.

STATEMENT OF THE PROBLEM

Sustainable entrepreneurship is the promise of more traditional concepts of entrepreneurship, but also it gives potential importance both for society and entrepreneurship. The present study attempts to investigate whether sustainability inclination influence on Entrepreneurial intentions. It also determines whether there is association between Sustainability inclination and entrepreneurial intentions.

OBJECTIVES OF THE STUDY

- 1) To determine whether there is association between sustainability inclination and entrepreneurial intentions.
- 2) To know whether there exist significant difference in Sustainability Inclination between Science Students, Business Students and Alumni Students.
- 3) To know whether there exist significant difference in Entrepreneurial Intention between Science Students, Business Students and Alumni Students.

HYPOTHESIS

To accomplish the objectives of the study following hypothesis have been developed.

1. There is no association between sustainability inclination and Entrepreneurial intentions.
2. There exist no significant difference in Sustainability Inclination between Science Students, Business Students and Alumni Students.
3. There exist no significant difference in Entrepreneurial Intention between Science Students, Business Students and Alumni Students.

III. Methodology And Data

The study used a descriptive and analytical research based on both primary and secondary data. The primary data necessary for the study has been collected from 180 respondents which comprises of 80 Science and Engineering students, 70 Business students, and 30 Alumni. This study was conducted by using structured questionnaire. The secondary data has been collected from the books, journals, websites etc. The tools employed consist of mean, standard deviation ANOVA and chi-square tests.

IV. Results And Discussion

Table 1: Descriptive statistics

Sl no	Variables	Mean			Std deviation			Min	Max
		Science	Business	Alumni	Science	Business	Alumni		
1	Sustainability Orientation	4.13	3.56	2.97	0.99	1.33	1.25	1	5
2	Propensity to innovate	2.6	2.77	2.63	1.16	1.40	1.44	1	5
3	Attitudes to Entrepreneurship	2.78	3.93	3.03	1.56	1.42	1.35	1	5
4	Perceived support	2.9	2.82	2.97	1.34	1.32	1.35	1	5
5	Perceived Barriers	2.56	2.86	3.22	1.13	1.24	1.38	1	5

It is observed that Sustainability orientation is high among Science Students (4.17) as compared to Business students (3.56) and Alumni students (2.97). This says that Sustainability orientation is high among non-experienced people in business than experienced people in business.

Test of Significance of Difference between the Mean Score of Sustainability Inclination of Science Students, Business Students and Alumni Students using ANOVA Table

Table 2: ANOVA

	SS	df	MS	F-value
Between	32.22	2	16.11	9.72
Within	293.44	177	1.66	

Critical value obtained from F-Distribution Table is 2.99 for the d.f. 2,177 which is lower than the Calculated F-value, that is, 9.72. So the null hypothesis is rejected and concluded that *there exists significant difference between Science students, Business students and Alumni Students with regard to Sustainability Orientation.*

Test of Significance of Difference between the Mean Score of Entrepreneurial Intention of Science Students, Business Students and Alumni Students using ANOVA Table

Table 3: ANOVA

	SS	df	MS	F-value
Between	22.43	2	11.22	5.15
Within	385.63	177	2.18	

Critical value obtained from F-Distribution Table is 2.99 for the d.f. 2,177 which is lower than the Calculated F-value, that is, 5.15. So the null hypothesis is rejected and concluded that *there exists significant difference between Science students, Business students and Alumni Students with regard to Entrepreneurial Intention.*

Table 4: Distribution variable

Distribution of dependent Variable

Response to "I intend to become self employed in 5 years"	Science & Engineering Students Total(%)	Business students Total(%)	Alumni Total(%)	Σ(%)
I do not agree at all	9.2	17.0	26.3	15.08333
I Largely disagree	28.9	20.3	32.8	26.20556
I cannot say yet	44.9	22.1	20.2	31.91667
I Largely agree	9.3	24.2	6.7	14.66111
I absolutely agree	7.7	16.4	14.0	12.13333
TOTAL	80	70	30	180
PERCENTAGE(%)	44.44	38.89	16.67	100

The dependent variable entrepreneurial intention is a self evaluation by the respondents of the extent to which they agree with the statement that they will be self employed within next 5 years.

Table 5: Association between Sustainability Inclination and Entrepreneurial intentions

TEST STATISTICS

N	180
Chi-Square(Calculated Value)	1.74
Df	16
Table value	26.296

The Null hypothesis is accepted since the calculated value is less than the table value. So there is no association between sustainability Orientation and Entrepreneurial Intentions.

Findings of The Study

1. There is no association between Sustainability Inclination and entrepreneurial intention.
2. There exists significant difference in Sustainability Inclination between Science Students, Business Students and Alumni Students.
3. There exists significant difference in Entrepreneurial Intention between Science Students, Business Students and Alumni Students.

V. Conclusion

In this paper investigators aimed to contribute the growing empirical literature on sustainable entrepreneurship with entrepreneurial intentions. We come to know that inexperienced business individuals have stronger sustainability inclinations than Experienced ones. Also the association between sustainability inclination and entrepreneurial intentions is very weak. Moreover, the Science students, Business students and Alumni students show significant difference in their attitude towards business and sustainability.

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