

EFFECT OF ROLE MODELS ON ENTREPRENEURIAL INCLINATION

R. Ponmani ¹, P. Pretheeba ² and R. Annapoorani¹

¹*Avinashilingam University, Coimbatore-43, India;* ²*Eastern University, Sri Lanka, Chenkalady-30350, Sri Lanka*

Corresponding author: p.pretheeba@gmail.com

Role models play an imperative role in enhancing awareness and develop favourable attitude towards certain activities. The research effort is scarce on the role models on entrepreneurial inclination especially among students. An attempt has been made to carry out a detailed empirical investigation on the effect of role models in creating entrepreneurial intentions among postgraduate students in India. This study employs the Ajzen's theory of planned behaviour, in which intentions are regarded as results of attitudes, subjective norms and perceived behavioural control. Data were collected through questionnaire survey from 188 post-graduate students from science and non-science degree from recognized universities in Tamilnadu, India. Structural Equation Modelling (SEM) was performed to examine the influence of role models on science and non-science (postgraduate) students' entrepreneurial intention and the antecedents of entrepreneurial intention. The result indicated that there is a significant relationship between the role models and level of attitude, perceived behavioural control and subjective norms towards entrepreneurial activity. Further, the results show that attitude, subjective norms and perceived behavioural control do have a significant influence on entrepreneurial intention.

Keywords: Entrepreneurial intention, Entrepreneurship, India, Role models, Youth