

ASSESSMENT OF ENTREPRENEURIAL AWARENESS AMONG STUDENTS IN INDIA

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Unemployment has been a burning problem around the world. The youth unemployment surges ahead of adult unemployment. Youth labour force prevails in developing economies, where Asia takes the lead. Entrepreneurship is increasingly considered as an important means and a valuable additional strategy to create jobs and improve livelihoods and economic independence of young people. However, increased failure and uncertain environment impel youth to take-up paid jobs over entrepreneurship. To enhance the levels of human capital with essential acumen to establish business venture, it requires a strong bond between the educational system and entrepreneurial participation. Dissemination of acquired entrepreneurial knowledge at college level will raise the awareness on the entrepreneurial opportunities among students. The present study aims at studying the levels of entrepreneurial awareness among the students of higher education with varied domains of specialty in India. Data were collected from colleges affiliated to Bharathiar University and Anna University in India. A 23-items questionnaire was distributed to 879 postgraduate students employing systematic random sampling method. The questions used for entrepreneurial awareness include measuring such factors like knowledge on business and finance. Out of 879 questionnaires 818 were found to be fully completed and useful for the purposes of carrying out analysis. The sample encompasses arts and science (310), engineering and technology (237) and commerce and management (271). There were 410 male and 408 female students in the final sample. The 2 x 3 ANOVA reveals that gender do not differ significantly on business knowledge subscale of entrepreneurial awareness. However, across the streams of study the respondents significantly differ on the business knowledge. Further it was found that gender and streams of study failed to show significant differences across themselves. The outcome of this survey provides valuable information for educators to enhance the confidence for successful business start-ups among the students. The discussion of the findings and implications for future research are presented in detail.

Keywords: Business knowledge, Entrepreneurial awareness, Financial knowledge, Youth