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PROJECT TITLE:

Does Entrepreneurial Propensity Vary by Business Major?

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Abstract

- The aim of this study is to compare entrepreneurial propensity (EP) and independent entrepreneurial orientation (IEO) among students within different business concentrations.
- A survey was administered via e-mail to the business students of Colorado Mesa University. The study hopes to determine which business concentrations are more propense to become entrepreneurs.
- Supported by the Theory of Reasoned Action, the survey contains questions on demographic factors to determine trends in entrepreneurial intentions within business concentrations.
- We expected students studying mathematical and quantitative concentrations to be less propense for entrepreneurship compared to those studying person-oriented concentrations.

Theoretical Framework

The Theory of Reasoned Action (Ajzen and Fishbein, 1980) was used to describe why certain attitudes may influence choice of business major and lead to behaviors that indicate entrepreneurial propensity.

Literature Review

A study completed by the polytechnic Institute of Porto-ESIG, Portugal (Silva A, Nobre N, 2018) surveyed students to estimate entrepreneurial propensity and to evaluate factors of propensity. We expanded on this study to determine IEO and EP among quantitative and person-oriented business majors. Various papers indicate finance, accounting, and MIS/CIS as quantitative oriented majors.

Management, marketing, and human resources are indicated as person-oriented majors.

Past research on individual entrepreneurial orientation suggests that potential entrepreneurs can be identified based on emotions, cognitions, and patterns of behavior (Kollmann, T., Christofor, J., & Kuckertz, A. 2007). Entrepreneurial propensity is an individual's predisposition towards new business creation (DeBerry-Spence, B., Dadzie, K. Q., Chelariu, C., Brashear, T. G., Osmonbekov, T., & Zait, A. 2008). In terms of our survey, we based questions on IEO identifiers and common factors of EP.

Method

- A survey was created on Qualtrics and distributed to students via e-mail. Several business professors asked their students to take the survey and it was emailed out to all business students in a weekly newsletter.
- We received 238 responses and considered 207 complete responses in our analysis.
- Key questions used to determine EP were (Silva A, Nobre N, 2018):
 - "Would you be able to create your own business?"
 - "Have you a clear idea for a new business?"
 - We included these questions in our survey and additionally asked for student's business concentrations.
- Other survey questions included:
 - "Do you have any close family members involved in entrepreneurship?"
 - "What is your experience with study abroad programs?"
 - We asked students to rate their risk-taking and leadership abilities and to rate their "level of concern" for common barriers to entrepreneurship
 - We used ANOVA Analysis to determine the statistically significant difference between means

Survey Breakdown

- The survey was available from April 13th to April 24th of 2020.
- Demographic Questions- 13
- Questions on Entrepreneurial Propensity- 6 (only two were considered for this study) (Silva A, Nobre N, 2018)
- Questions on Individual Entrepreneurial Orientation-10 (Langkamp Bolton, D. and Lane, M. 2012)
- Questions on Entrepreneurial Barriers and Boosters- 8 item question (Rosario, 2007)

We received 207 total responses. Of these responses:

- 91 identified as "male"
- 114 identifies as "female"
- 2 identified as "other"
- 91% of participants were full time students pursuing an undergraduate degree
- Accounting students and students with 2 or more concentrations were had the highest frequency of participation, with 43% and 39%, respectively.

Preliminary Findings

Table 1

Entrepreneurial Propensity

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.181	13	1.168	2.023	.021
Within Groups	111.408	193	.577		
Total	126.589	206			

Figure 1

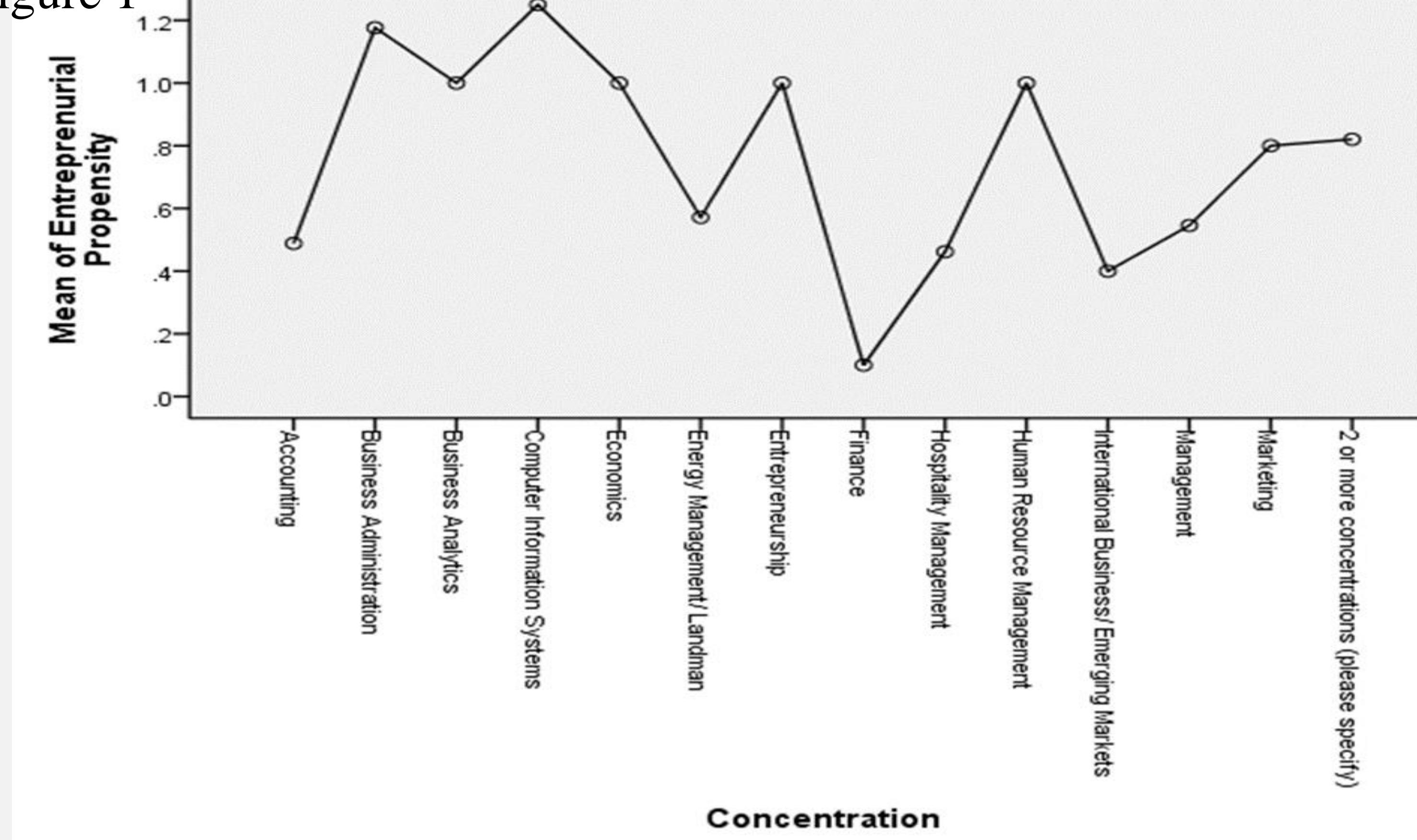


Table 2

ANOVA

Degree of IEO

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.870	13	.298	.737	.725
Within Groups	77.956	193	.404		
Total	81.826	206			

Figure 2

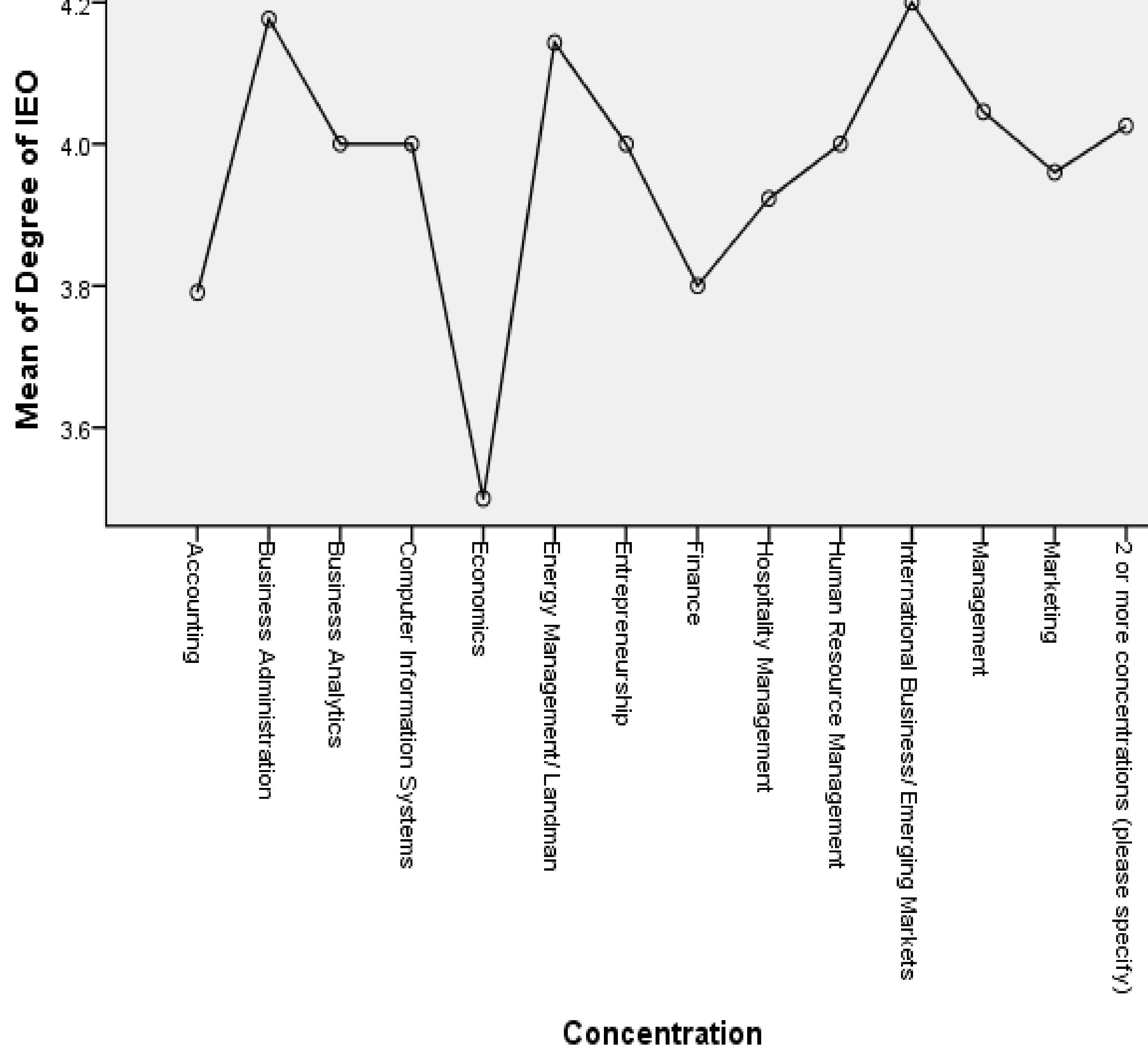


Table 1 and Figure 1

- The preliminary findings on Entrepreneurial Propensity are shown in the figures to the left. Our findings of a .021 significance indicate there is a correlation between choice of business concentration and EP.
- Business students in Business Administration, Computer Information Systems, Entrepreneurship, and Human Resource Management are shown to have higher EP.

Table 2 and Figure 2

- The preliminary findings on Individual Entrepreneurial Orientation were not found to be statistically significant with a .725 significance level.
- We reject the hypothesis as we found no difference in IEO between majors.

Discussion and Conclusion

The main finding of this study is a connection between choice of business concentration and Entrepreneurial Propensity. No statistically significant relationship was found between choice of business concentration and Individual Entrepreneurial Orientation. This information indicates that educators should focus on engaging students in entrepreneurial ventures rather than the risk taking, proactiveness, and innovativeness of an individual. One limitation of this study was a low response rate from some concentrations and an uneven response distribution among all concentrations. Further studies may be conducted to determine relationships between EP and IEO and the relationship between EP and year of student standing.