

An Analysis Of Gender Comparison To Find The Attitude Of Undergraduates Towards Entrepreneurship Under Dibrugarh University, Assam

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Abstract

Innovation and entrepreneurship are two popular political themes that are frequently highlighted as prerequisites for productivity expansion and long-term prosperity. At the very same moment, there is considerable confusion about what the phrases truly represent and also what the link among them appears like. There are multiple opposing viewpoints that lead to different outcomes. Many definitions of entrepreneurship have indeed been proposed in literatures by several researchers, but four have emerged as prevalent in the findings: the entrepreneur as an originator (Schumpeter), an creator of harmony (Kirtzner), a carrier of ambiguity (Frank Knight), and an entrepreneur as a coordinating manager (Jean-Baptiste Say). The primary objective of the paper have been framed to investigate the drivers of entrepreneurship and innovation, to ascertain the effect of gender on the development of entrepreneurial abilities, to assess how graduate students are influenced by the current expanding period of entrepreneurship and to explore the changes in attitudes toward entrepreneurship that have occurred among students at Dibrugarh University in Assam. Quantitative approaches with the help of primary research has been adopted through the interpretation of the findings to derive useful insights from the data acquired, in the research methodology. In this work, an inductive research technique was employed to generalise the data acquired from the particular to the general. The researcher employed a positivist research strategy to generate conclusions that are true to the data obtained. The analysis of results presents that the attitude of the undergraduate students towards entrepreneurship is positive. More females are inclined towards entrepreneurship.

Keywords: Entrepreneurs, entrepreneurship, innovation, undergraduate students, gender,

1. Introduction

The research paper under consideration is a study of the attitude of Undergraduates toward Entrepreneurship at Dibrugarh University in Assam. For this, a critical gender analysis will be

performed to gain a more accurate understanding of their perspectives. Entrepreneurship is the process of starting a brand first from roots up - of taking a concept and developing it into a lucrative enterprise (Otache, 2019). "Entrepreneurship is the path of potential discovery and asset mitigation to derive profit for business and/or collective benefit," according to the definition. People's entrepreneurial attitudes are impacted by their prior understanding about business. Many research has been carried out to investigate the significance of entrepreneurial abilities while beginning a business. Several scholars have expressed an interest in the area of attitudes. Regardless of how it is characterized, attitude is more of a collection of views of something. Individuals' attitudes about entrepreneurship may be influenced by high levels of entrepreneurial enthusiasm on a national scale (Wathanakom, Khlaisang, & Songkram, 2020).

1.1 Background

The term "entrepreneur" first appeared in the 1700s, and its definition has developed ever since. It originates from the word 'entrepreneur,' which means 'to embark on.' Entrepreneurs and entrepreneurship activity are now the catchphrases of the twenty-first century. Entrepreneurship is widely acknowledged as a critical component of economic and social development. The influence of mindset and inventiveness on entrepreneurial ambition is rapidly increasing. Numerous institutions are boosting students via the educational process by accessing, developing, expanding, or supplying them with larger categories such as inspiration, knowledge, expertise, and varied talents (Kisubi, & Korir, 2021). "Over the last few years, undergraduates' attitudes regarding entrepreneurs and entrepreneurship have risen significantly." Students of the modern generation were eager to start their own businesses. Almost 50 % of students who are undergraduates intend to start their own company. Female students are more likely to want to operate as an entrepreneur in order to empower oneself.

1.2 Literature Reviews

There is wide consensus that opinions regarding the entrepreneurial activity, entrepreneurs, and its societal purpose influence college students' decision to pursue an entrepreneurship course. Entrepreneurship, in broad, alludes to the whole plan of events done by an entrepreneur in establishing and operating his business for profit. Meanwhile, the phrase "entrepreneurship" is still employed in a variety of contexts. One definition of entrepreneurship describes the process of establishing and running a new company, irrespective of the size, commodity, product, or prospective or articles of incorporation (Suffian, et al., 2018). Entrepreneurship provides significantly to economic development and hence plays a critical part in the project development. It cultivates the seedlings of innovation, which in turn allows expansion; many authorities have developed it as a policy aim to promote a culture of relationship with companies. This may be accomplished in a variety of methods, including incorporating entrepreneurship into educational institutions, enacting legislation to incentivize taking risks, and launching public campaigns. The

significance of establishing entrepreneurship cannot be overstated. Initially, business was only seen in a few groups in India.

Because of the rising acknowledgment of entrepreneurship as a critical component for economic development as well as a vital facilitator of creativity, thinking and studies have placed a strong emphasis on developing a framework for analysing and perhaps anticipating entrepreneurial behaviour for several generations (Oluwafunmilayo, et al., 2018). An accepted definition of entrepreneurship behaviour in the context of entrepreneurship is the frame of mind that instructs and helps guide a man's attention, encounter, behaviour, personal growth, communication systems, commitment, organisation, and other forms of employment forward into the implementation of entrepreneurial behaviour.

The magnitude with which an individual has a favourable or unfavourable opinion or assessment of the action in issue is referred to as one's attitude toward the behaviour. The gap between judgments of individual acceptability in being self-employed and structurally engaged has been characterised in the context of business as "orientation towards self-employment." The extent wherein a person maintains a favourable or unfavourable personal appraisal of becoming an entrepreneur is defined as one's attitude to begin." Researchers have proposed for a difference among affective and experiential attitude, which refers to thoughts or feelings (e.g., love and happiness, gratification), as well as moves incited by the possibility of engaging in the behaviour, and instrumental or cognitive mindset, which refers to belief systems, opinions, or reasoned arguments (Gunawardena, et al., 2018).

A multitude of variables influence attitudes regarding entrepreneurship, including those not immediately linked to businesses, as well as those connected to the appropriateness of particular activities and the benefits associated with them. Individuals' proclivity of becoming entrepreneurs and developing new businesses is influenced by their attitudes regarding innovation, inventiveness, and development. Entrepreneurship may be desirable if entrepreneurs get a successful life; if entrepreneurship is seen as a mechanism for improving. Although views could be hard to ascertain and evaluate across nations, there is compelling proof of a favourable relationship between sentiments about innovation and increased concentrations of entrepreneurship and innovation.

Entrepreneurship is pivotal to the creation of employment opportunities and maintaining sustainable industrial prosperity. Entrepreneurship development increases the growth of micro, small, and medium-sized enterprises (MSMEs) in India (García-Rodríguez, et al., 2017). These businesses are intended to be more creative, allowing the industry sector to participate in a more important role in the international market. Entrepreneurial orientation provides independence, adaptability, development, and progress. It also fosters leadership qualities.

1.3 Research Gap

There have been several studies performed on the aptitude of undergraduates for entrepreneurship, but a few holes have always remained unfilled. The current study is aimed at bridging such gaps. the research gap such as allowing entrepreneurial market entry and how it has been impacted by gender and age The examination of the Assam government's assistance to entrepreneurs has also been conducted critically. The gap has been filled by establishing how students are influenced and even encouraged by their professors to further their careers in a field that they pick as their interest.

1.4 Research Question

- I. What are the results of the investigation into the factors of entrepreneurial innovation?
- II. What effect does gender have on the development of entrepreneurial skills?
- III. How is the current era of entrepreneurship influencing the attitude of graduate students at Dibrugarh University in Assam?

1.5 Importance of the Study

This undertaken study is of utmost importance because it has chosen a particular session of the society to evaluate the attitude of entrepreneurship. A brief detailed data would be available from this study which will be an effective piece of knowledge for the future researchers. Moreover, this research is of utmost importance because it has also briefly explained how women have been included by the growing industrial role in promoting women empowerment through entrepreneurship. This research has provided a clear discussion of each and every aspect related to entrepreneur activities and attitudes of undergraduate students.

1.6 Research Objectives

- I. To investigate the drivers of entrepreneurship and innovation.
- II. To ascertain the effect of gender on the development of entrepreneurial abilities.
- III. To assess how graduate students are influenced by the current expanding period of entrepreneurship.
- IV. To explore the changes in attitudes toward entrepreneurship that have occurred among students at Dibrugarh University in Assam.

1.7 Scope and Limitation

The constraints that have been maintained within this research paper are that the research is limited to attitudes of the undergraduate students. No other stream or qualification of students are undertaken for the analysis. Moreover, there is a limitation with the attitude of gender analysis. Further the research has been done on the students of the Dibrugarh University, Assam. So, it would be recommended to the future generation that they should undertake a wide view on this topic and conduct their research to eliminate these constraints and limitations.

2. Research Methodology

The research technique is the procedure through which the researcher will host the study areas. The chapter that follows describes the methods and tactics utilised in the study Attitude of Undergraduates Toward Entrepreneurship- A Study on Undergraduate Students at Dibrugarh University in Assam. This chapter describes several particular investigating roles as well as the entire processes employed for the research issue to guarantee that all research aims and hypotheses are considered. As a result, the chapter offers a detailed method for determining the attitudes of undergraduate male and female students toward entrepreneurship.

2.1 Research Method & Design

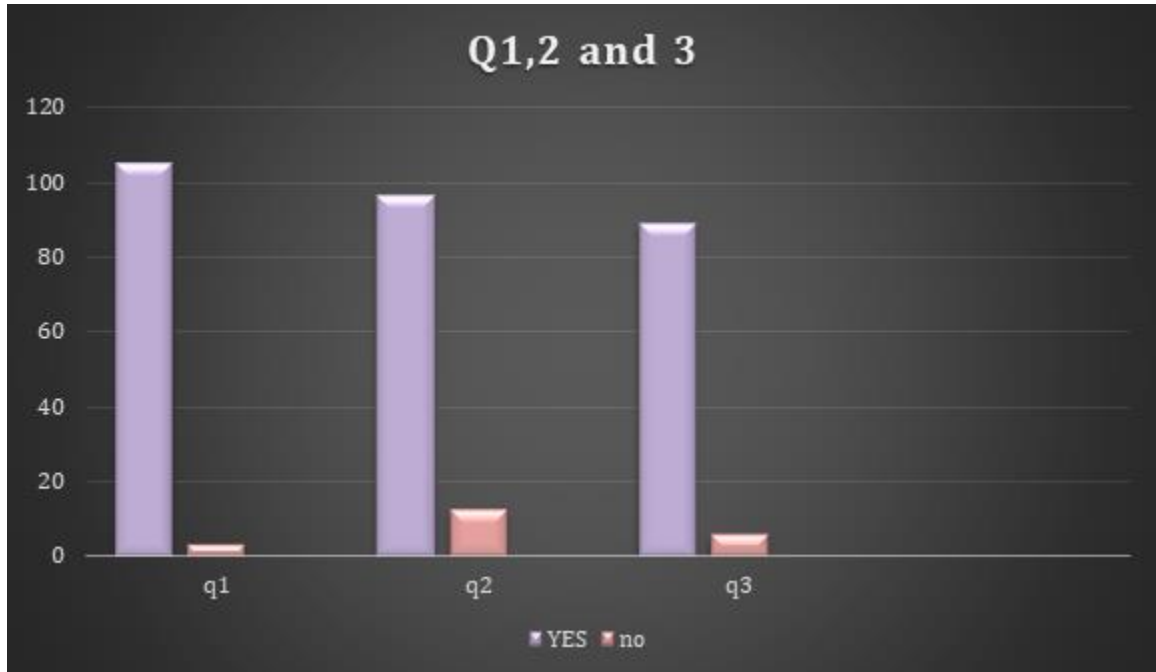
Quantitative approaches would be appropriate for meeting the goal of the examination of students' attitudes toward entrepreneurship. A primary research approach will be used to obtain empirical data from Dibrugarh University students in Assam. Thus, the researcher may present the data and make predictions about the future, such as if anything might be changed in the entrepreneurial mentality to produce more successful outcomes (Basias, & Pollalis, 2018). The research design, on the other hand, comprises a collection of instruments that will aid in the advancement of the research. To perform this research article critically, a methodological design was chosen so that each and every feature of the object is quickly discussed.

2.2 Research Approach

The research strategy describes in full the basic assumptions used in determining the gathering of information methods and assessment procedures. The researcher examines the acquisition of relevant information about the research topic, and also the interpretation of the findings to derive useful insights from the data acquired, in the research methodology. In this work, an inductive research technique was employed to generalise the data acquired from the particular to the general. The researcher employed a positivist research strategy to generate conclusions that are true to the data obtained (Kumar, 2018). Methodological techniques are utilised to develop new tests and studies for future usage. It needs both practical and professional expertise.

2.3 Analysis of Study

I. What are the results of the investigation into the factors of entrepreneurial innovation?

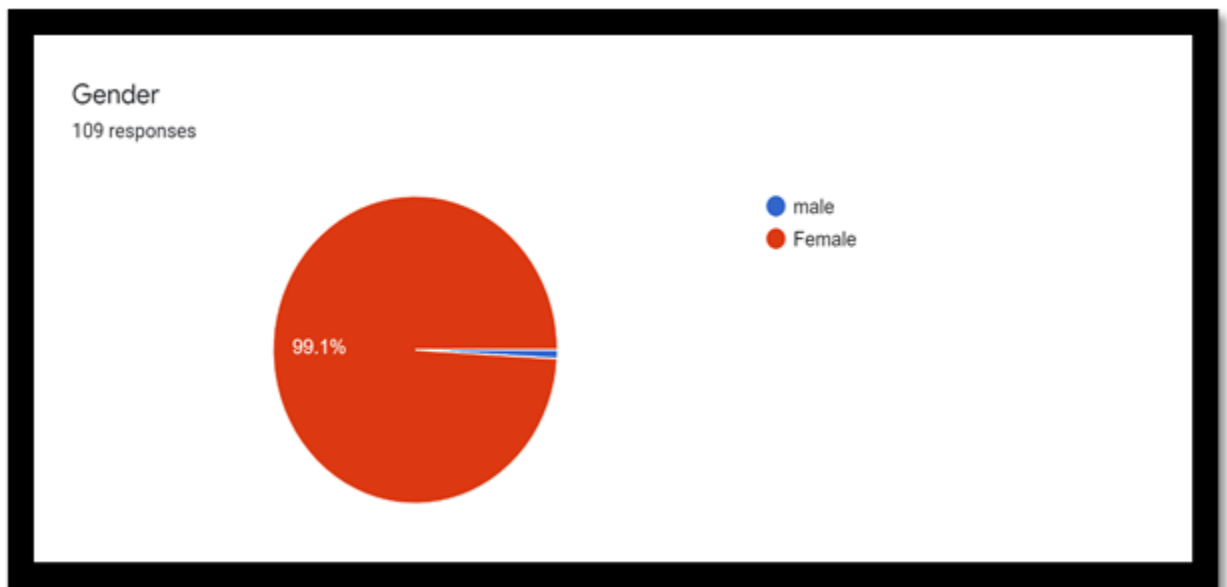


from the analysis of the questions “Q1-Do you understand the concept of entrepreneurship”, “Q2- There is a strong link among students' areas of specialization and their attitudes toward entrepreneurial education.” and “Q3- There is a strong link between students' engagement in entrepreneurship and their perception of entrepreneurship as a potential vocation.” The responses collected are presented in the graph above.

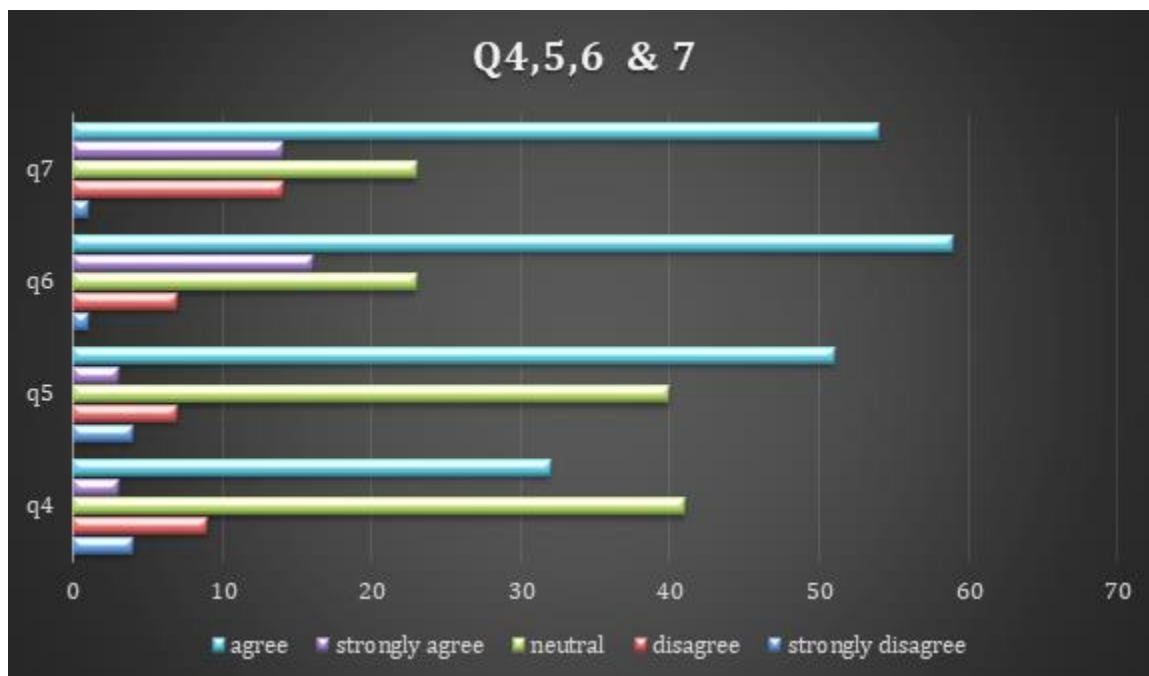
In relation to graphs the driving elements of entrepreneurship states that the relevance of the primary forces for entrepreneurs, as well as the difficulties in attaining them, varies. The impacts of the students' areas of specialization, and the prominence of the factors appears to be of appropriate equilibrium (Fuentelsaz, Maicas, & Montero, 2018). Innovation and entrepreneurship share the same origin and link, as the two are tied to one another and enhance each other. Innovation is the root of entrepreneurship, and that may grow and develop in entrepreneurial activity. Furthermore, entrepreneurship eventually converts creativity into a product with societal value, therefore recognising the worth of innovation.

Entrepreneurs are self-assured, people take threats and improve risks, people are not scared to face problems, yet they persevere even when they fail. Moreover, entrepreneurs are innovators who, though after accomplishment, are always refreshing self and their ideals. As a result, they are self-assured, seeking greater successes, and feeling the urge to manage and control their new business. Nonetheless, some entrepreneurs, particularly in the founder-patriarch professional business, may be pushy, autocratic, and demanding (Jones, et al., 2019). As a result, entrepreneurs are sometimes referred to as "Janus-faced" since they possess both good and bad characteristics.

II. What effect does gender have on the development of entrepreneurial skills?



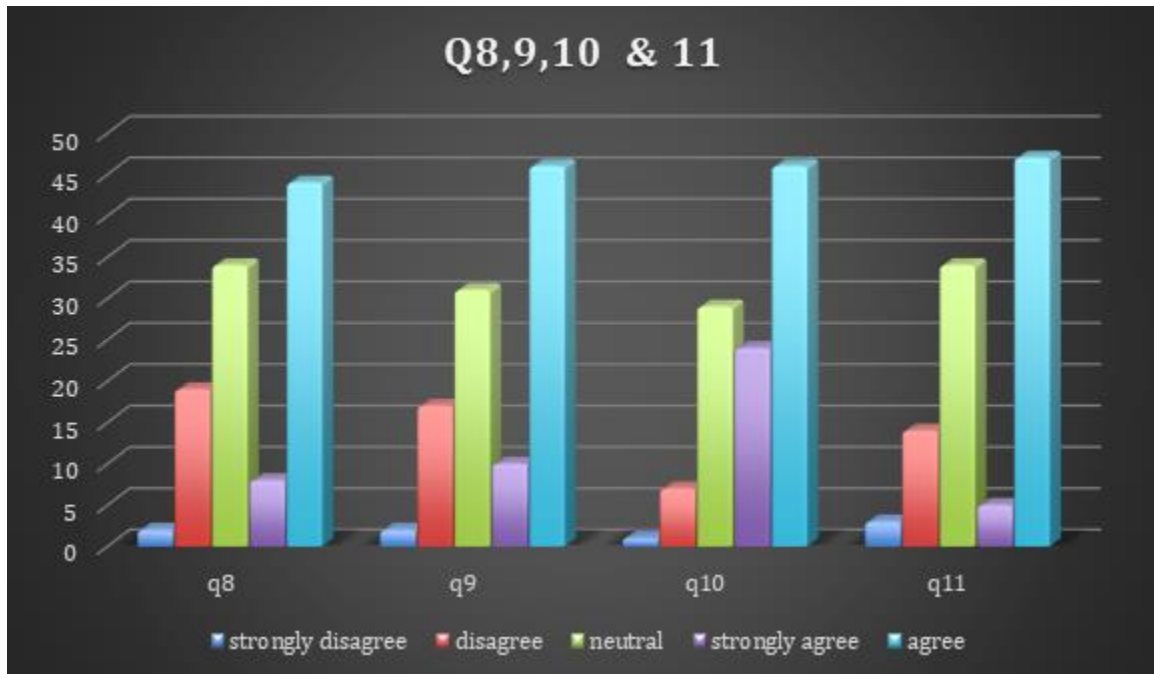
According to the analysis of the 111 responses gathered mainly from students at Dibrugarh University in Assam, approximately 0.9 percent of the males were interested in the topic of the following research as well as started feeling it worthy enough to take part, whereas a large amount of women participants showed their interest in the research evaluation, indicating that current societal positive effect of entrepreneurship has a bigger influence on females than on males to continue pursuing entrepreneurship (Wierenga, et al., 2018). Furthermore, the view of women entrepreneurship is improving in many communities, which motivates more women to establish businesses. Given how female empowerment and labor-force participation might boost their business endeavours.



the above graph represents “Q4-Gender of pupils and attitude regarding entrepreneurship education have a strong link”, “Q5-The age of pupils and their attitude regarding entrepreneurship have a substantial link”, “Q6-The institution encouraged students to start their own businesses”, and “Q7-The university and my professors assisted me in meeting and interacting with others who had strong entrepreneurial ideas.” from the analysis it was observed that the examinations of these variables give a thought in regards to the primary elements which causes sex inclination in business. Ladies are attempting to enter in the field of business, yet they face numerous impediments. These snags incorporate restricted admittance to subsidizing, adjusting business and everyday life, support from society, sexual orientation separation, high rivalry and so on (Jena, 2020). A couple of ladies have become effective business people in India. In the course of recent many years, ladies have gained huge headway in business and new pursuit creation; therefore, female business and its social and monetary significance are of expanding interest.

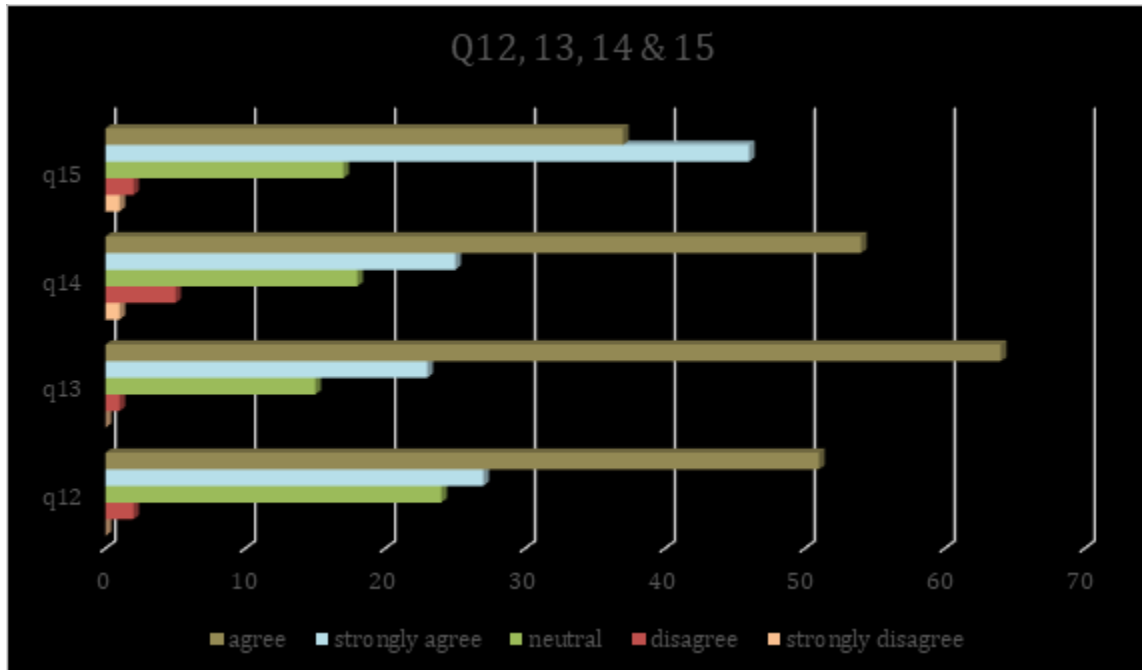
III. How is the current era of entrepreneurship influencing the attitude of graduate students at Dibrugarh University in Assam?

Viable business people set up complicated and versatile adjusting answers for the viewpoints in light of outer rivalry and eccentric changes in the outside climate. In any case, despite the fact that the unmistakable quality of the three essential inspirations changes continually, the three essential hidden variables are fundamental for associations at any phase of development. Accordingly, the pioneering system would not stop; rather, this would stay in the arrangement of persistent change and adjusting of the three driving elements (Nowiński, & Haddoud, 2019).

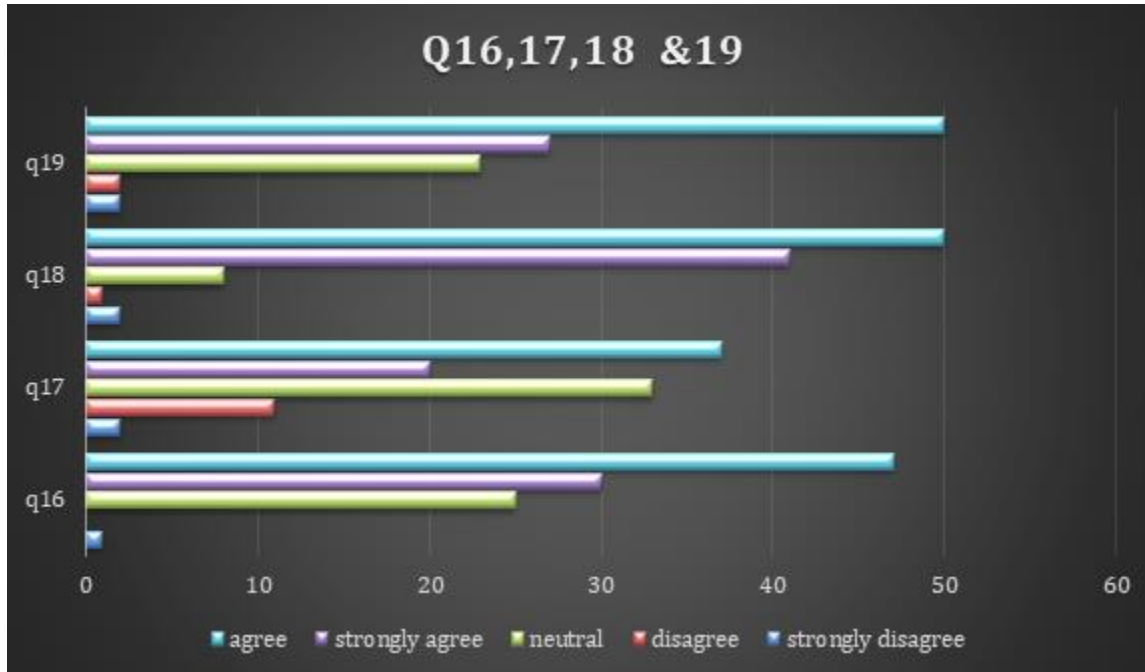


the above graph presents the data gathered for “Q8-My university assisted me in meeting outstanding entrepreneurs who inspired me to pursue entrepreneurship as a profession”, “Q9-The university and my professors assisted me in meeting and interacting with others who had strong entrepreneurial ideas”, “Q10-My own level of pleasure with self-employment is really high” and “Q11-The university's entrepreneurship programme adequately equipped me for a career as an entrepreneur.”

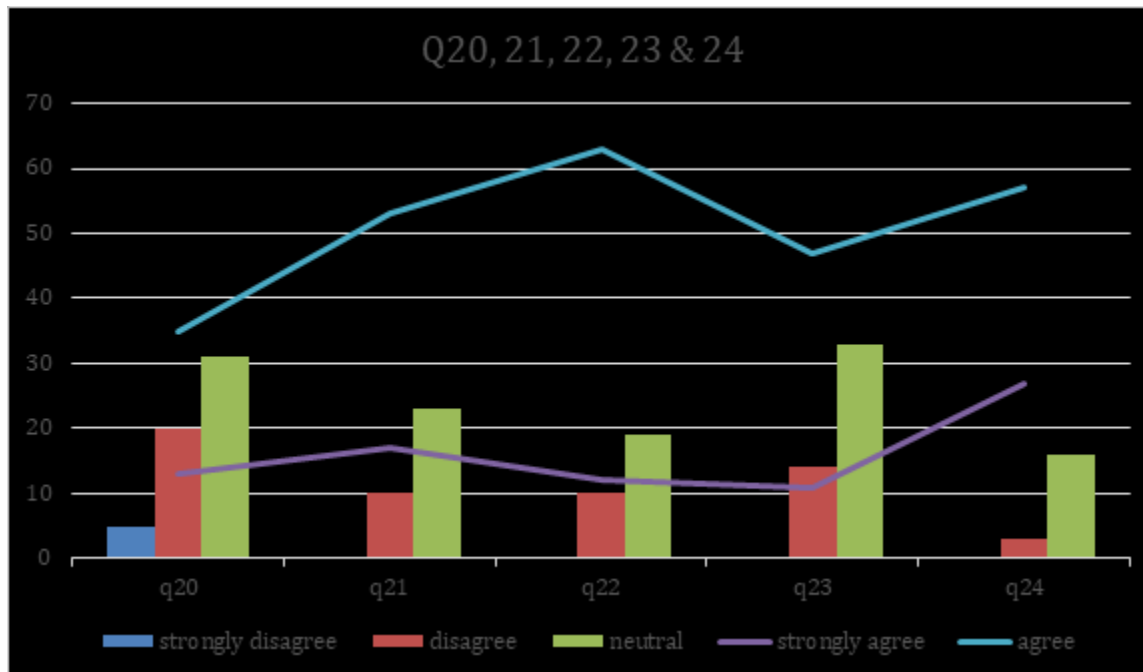
The degree of mentality towards business among understudies of Dibrugarh University in Assam is an uplifting perspective. Inspirational variables make independent work more appealing, for example, acquiring colossal benefits, acquiring individual fulfillment as a business person and working at the area of decision. Such factors might draw in and urge youthful grown-ups to go into business. Contrarily, context oriented hindrances are additionally present which make independent work less appealing like absence of capital, absence of abilities, hard reality, and so on Examining the elements that impact the independent work aim of the young will help policymakers in perceiving and setting the important strategies for encouraging business venture and effectively coordinating them into the work market (Vuorio, et al., 2018). Nonetheless, the elements that impact independent work aims change between nations, social orders, societies and individual discernments.



The collected results for the Q12-“After I finish university, I would like to work for myself.”, “Q13- To be an entrepreneur entails a lot more.” Q14-“A job as an entrepreneur is appealing to many people.” and “Q15-“I’d like to establish my own business if I had the opportunity and funding.” have been presented in the above graph. It tends to be deciphered from the examination that With the expanding speed of globalization and restricted jobs of legislatures in work creation, advancing business ventures has become one of the strategy choices for countries to support development and make more positions in the economy. Recognizing the variables impacting business ventures is a main point of interest for strategy creators to plan powerful independent work arrangements and business drives. Disposition towards independent work alludes to the normal productivity of making another business, or the results of beginning a business (Torres Velásquez, et al., 2018). The results of mentality/allure towards independent work address a people’s ideal or troublesome valuation of a specific conduct. People foster mentalities from the convictions they hold with respect to the result of playing out the conduct.



Similarly for the “Q16- Being an entrepreneur would provide me with a lot of happiness.” “Q17- Among the different alternatives, I would want to be an entrepreneur”, “Q18- In today's worldwide world, entrepreneurship might be viewed as a career option. “,”Q19- Entrepreneurship is a high-risk endeavour.” the above-mentioned graph has been provided. The discoveries were examined deciphering that innovative expectations without activity are useless, especially during high joblessness rates, as in the studys setting. To take advantage of the uplifting outlooks toward business and make an interpretation of expectations right into it, potential business people ought to approach fundamental assets. Admittance to business backing ought to likewise increment. Business venture schooling and preparing can assist with working on the apparent abilities of beginning a business (Esfandiar, et al., 2019). The appreciation and acknowledgment of business as a suitable profession in the public eye and the festival of its success can assist with improving the cultural standards toward business ventures.



the above mention graph discusses about “Q20-Those who are unable to find suitable employment turn to entrepreneurship.””Q21-It is quite difficult to obtain financing or loans for the start-up of a new company enterprise.””Q22-You cannot establish a business unless you are well-versed in the product or service“”Q23-To establish a firm, you must have solid technical skills.” and “Q-24 One of the biggest reasons why several students do not establish a business or organisation is a lack of funds.” From the answers of the respondents it tends to be inferred that variables, for example, systems administration and expert contact, objective setting to their future vocation, and admittance to fund could likewise represent contrasts among the understudies on their demeanor and aim for independent work. In examining the discoveries, this examination found proof that these variables have positive commitment to the independent work goal of understudies. The informal organization animates business development by lessening exchange costs, setting out business freedom, and creating information overflow (Zollo, et al., 2017). Additionally, an understudy who lays out significant and testing objectives for him/her has bound to be independently employed than an understudy who didn't lay out objectives.

3. Results and Conclusion

According to the findings of the study, entrepreneurship mindsets have a considerable influence on students' self-employment intentions. The findings were consistent with the literature. Choosing a job path is among the most essential decisions a person is making in their life. Doing whatever they like and holding a job they enjoy will improve their lives and secure their success. According to the research, becoming an entrepreneur necessitates a specific mentality, commitment, and optimistic thinking. It also necessitates trust in one's own abilities and capabilities. Regarding the

data gathered, it suggests that students who seek to determine and chance, participated in entrepreneurship learning, set goals for the future, and established knowledge and competence in critical thinking and problem solving get a good mindset toward self-employment in broad sense, irrespective of participants' sex, maturity level, or field of study (Klofsten, et al., 2019). Finally, the study's findings revealed that entrepreneurial mindsets and entrepreneurship teaching strongly influence students' self-employment intentions to a high degree of significance.

4.1 Results

The consequences of the examination showed that the vast majority of the understudies had an uplifting perspective toward business. Accomplishment and Leadership are two parts which contributed most to the understudies future business direction. The understudies age, concentrate on foundation, and relatives' experience could assist with reinforcing their demeanor toward business ventures. The illustrations gained from the exploration gave an understanding with regards to what might be the most suitable strategy that schools could take on to foster understudies mentality toward business (Farrukh, et al., 2017). Albeit this paper featured the fundamental job of business hatcheries in changing the mentality of understudies towards business, this job has not been entirely explored because of absence of information, as business hatcheries are as yet in an early stage

4.2 Future Scope

Even Though a great deal has been done to accomplish the examination destinations, there were a few impediments and weaknesses. This examination was directed to explore the cross-sectional impact of enterprising perspectives on understudies independent work goals. The exploration does exclude the longitudinal impact of enterprising mentalities on independent work (Urban, 2020). However, the insight and mentality of understudies might be changed through time. In this manner, future examination ought to be led to research not just the cross-sectional impact of innovative mentalities yet in addition the longitudinal impact of pioneering perspectives on independent work aim of understudies.

4.3 Suggestions

The review suggests that the public authority just as the colleges should configure programs that work with business to alter the mentality, demeanor, and goal of those understudies who don't have ability about business as a future vocation.

A particular mediation program should be carried out to work on pioneering self-adequacy and innovative interest

The public authority plays significant parts to play in advancing business through establishing a climate helpful for working together and diminishing business hazards.

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