

ENTREPRENEURIAL CHARACTERISTICS AFFECTING ENTREPRENEURIAL INTENTIONS OF BUSINESS ADMINISTRATION STUDENT AT RAJABHAT UNIVERSITY

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ABSTRACT

Abstract—Entrepreneurship has emerged as a transformative force in contemporary business landscapes, with an increasing emphasis on fostering entrepreneurial mindsets within higher education. This study investigates the entrepreneurial characteristics that significantly influence the intentions of Business Administration students at Rajabhat University to embark on entrepreneurial ventures. A mixed-methods research design was employed, integrating quantitative survey data and qualitative insights from in-depth interviews. The participants, drawn from various academic levels, provided a diverse representation of the Business Administration student body. In-depth interviews explored students' perceptions of entrepreneurship, the influence of the educational environment, and the role of cultural dynamics. Thematic analysis was applied to identify patterns and nuances within qualitative data. Quantitative results indicated a positive correlation between risk-taking propensity, innovation, proactiveness, opportunity recognition, and entrepreneurial intentions. Qualitative insights emphasized the impact of the educational environment and cultural values on students' entrepreneurial mindsets. The study's insights have implications for curriculum development, institutional policies, and the broader entrepreneurial ecosystem. By nurturing entrepreneurial characteristics, educational institutions can play a vital role in preparing students for innovative and impactful contributions to society.

Keywords—Business administration student, Entrepreneurial characteristics, Entrepreneurial intentions, Rajabhat university

INTRODUCTION

The global business environment has witnessed a paradigm shift, with entrepreneurship evolving from a niche field to a cornerstone of economic development. Business Administration programs, traditionally focused on managerial principles, are increasingly integrating entrepreneurial education to meet the demands of a rapidly changing business landscape. The understanding that entrepreneurial skills are not only relevant to start-ups but also essential for fostering innovation within established enterprises has propelled the integration of entrepreneurship into business education.

Entrepreneurship, as a dynamic and transformative force, plays a pivotal role in shaping economies, driving innovation, and fostering societal progress. Recognizing the significance of entrepreneurial ventures in the contemporary business landscape, the intersection of entrepreneurial characteristics and the intentions of students pursuing Business Administration degrees becomes a compelling area of study. Rajabhat University, with its commitment to providing comprehensive education, serves as a noteworthy backdrop for exploring how entrepreneurial characteristics influence the aspirations of Business Administration students.

Entrepreneurial characteristics, encompassing traits such as risk-taking propensity, innovation, proactiveness, and opportunity recognition, are integral components of the entrepreneurial mindset. These characteristics not only distinguish entrepreneurs from non-entrepreneurs but also significantly influence the intentions of individuals pursuing careers in business administration (Phumphruk, 2022). As students engage with the diverse aspects of business education, their exposure to entrepreneurial characteristics becomes a critical factor in shaping their professional aspirations.

Rajabhat University, renowned for its commitment to holistic education, provides an enriching environment for Business Administration students. As the university continues to adapt to the evolving demands of the business world, understanding how entrepreneurial characteristics manifest within its academic programs becomes

imperative. The educational initiatives, extracurricular activities, and institutional support mechanisms at Rajabhat University contribute to the development of entrepreneurial qualities among students, influencing their entrepreneurial intentions.

Cultural factors play a substantial role in shaping entrepreneurial intentions. In the context of Rajabhat University, situated in Thailand, cultural dynamics add a distinctive layer to the study. The cultural values, societal expectations, and economic conditions of Thailand interact with entrepreneurial characteristics, creating a unique milieu within which Business Administration students form their entrepreneurial intentions.

In the contemporary landscape of higher education, the synergy between entrepreneurial characteristics and the career aspirations of students holds a significant place, offering valuable insights into the potential for fostering innovation and enterprise. This study aims to delve into the entrepreneurial characteristics that play a pivotal role in influencing the entrepreneurial intentions of Business Administration students at Rajabhat University. Recognizing the crucial connection between individual traits and entrepreneurial aspirations, this research seeks to unravel the unique characteristics prevalent among students within the Business Administration program. By unraveling the intricacies of entrepreneurial characteristics and intentions among Thai students, this research aspires to contribute valuable insights to the ongoing discourse on fostering innovation and economic development in the region.

OBJECTIVES

This study aims to delve into the entrepreneurial characteristics that affect the entrepreneurial intentions of Business Administration students at Rajabhat University. By exploring how traits such as risk-taking, innovation, proactiveness, and opportunity recognition interact with the educational and cultural context, the research seeks to provide nuanced insights. The objectives of the study are as follows:

1. Identify motivational factors that drive entrepreneurial intentions among Business Administration students, including personal aspirations, financial goals, and the desire for autonomy and independence.
2. Analyze the entrepreneurial intentions of Business Administration students at Rajabhat University, exploring their aspirations to start and operate their own businesses in the future.
3. Evaluate the levels of innovation and creativity demonstrated by Business Administration students, exploring how these qualities contribute to entrepreneurial thinking and intentions.

LITERATURE REVIEWS

The literature underscores the importance of entrepreneurial characteristics in influencing the intentions of Business Administration students. The dynamic interplay between risk-taking, innovation, proactiveness, and the educational and cultural context within Rajabhat University sets the stage for a comprehensive exploration of entrepreneurial aspirations among Business Administration students.

Entrepreneurial Characteristics and Intentions:

The exploration of entrepreneurial characteristics influencing the entrepreneurial intentions of students is a dynamic area of research. Personal traits, such as self-efficacy and risk-taking propensity, significantly impact students' intentions to pursue entrepreneurship. More recent studies, like those by Liñán and Chen (2009), reinforce the idea that individual characteristics play a pivotal role in shaping entrepreneurial intentions.

Risk-Taking Propensity:

Recent research by Obschonka et al. (2019) highlights the importance of risk-taking propensity in influencing entrepreneurial intentions. They argue that a higher risk tolerance is positively correlated with entrepreneurial intentions. This aligns with earlier work by Liñán and Santos (2009) who found that students with a higher propensity for risk are more likely to express intentions to start their own businesses.

Innovation and Creativity:

Innovation and creativity are increasingly recognized as critical components of entrepreneurial success. The works of Zhao, Seibert, and Lumpkin (2010) emphasize that individuals with a creative mindset are more likely to harbor intentions for entrepreneurship. In the context of the Faculty of Management Science, fostering creative thinking becomes integral to shaping entrepreneurial aspirations among students.

Leadership Qualities:

Leadership qualities are recurrent themes in the literature on entrepreneurial characteristics. Avolio, Walumbwa, and Weber (2009) emphasize the role of transformational leadership qualities in entrepreneurial success. As students aspire to entrepreneurship, developing leadership skills becomes vital, a sentiment echoed by the works of Rauch and Frese (2007).

Proactiveness and Opportunity Recognition:

The interplay between proactiveness and opportunity recognition is a subject of contemporary interest. Shepherd, McMullen, and Jennings (2007) argue that individuals with a proactive personality are more likely to recognize and capitalize on entrepreneurial opportunities. The Faculty of Management Science, through its educational initiatives, may contribute to nurturing proactiveness among students.

Academic Environment and Peer Influence:

Recent studies by Fayolle and Gailly (2015) stress the importance of the academic environment in influencing entrepreneurial intentions. Exposure to entrepreneurial courses, networking events, and peer interactions are identified as significant factors shaping students' attitudes. The Faculty of Management Science can leverage these findings to enhance its academic environment for fostering entrepreneurial intentions.

Curriculum Offerings:

The design of the academic curriculum is a critical factor in influencing students' perceptions of entrepreneurship (Solomon et al., 2002). Recent research by Fayolle et al. (2016) underscores the importance of integrating practical experiences and real-world case studies into the curriculum. The Faculty of Management Science can benefit from aligning its curriculum with these contemporary insights to empower students with entrepreneurial knowledge and skills.

In conclusion, the literature underscores the importance of entrepreneurial characteristics in influencing the intentions of Business Administration students. The dynamic interplay between risk-taking, innovation, proactiveness, and the educational and cultural context within Rajabhat University sets the stage for a comprehensive exploration of entrepreneurial aspirations among Business Administration students. The findings from this study are expected to contribute not only to academic knowledge but also to the development of strategies that foster entrepreneurship within the Business Administration program at Rajabhat University.

METHODS

This study adopts a mixed-methods research design to provide a comprehensive understanding of the entrepreneurial characteristics influencing the entrepreneurial intentions of Business Administration students at Rajabhat University. The combination of qualitative and quantitative approaches allows for a triangulation of data, enhancing the validity and reliability of the findings.

Participants:

The participants of the study will be Business Administration students enrolled at Rajabhat University. A stratified random sampling technique will be employed to ensure representation from various academic levels, facilitating a diverse and comprehensive analysis of entrepreneurial characteristics across different stages of the program.

Data Collection:

a. Survey Questionnaires: Quantitative data will be gathered through structured survey questionnaires. The questionnaire will incorporate validated scales to measure entrepreneurial characteristics, including risk-taking propensity, innovation, proactiveness, and opportunity recognition. Likert scales and multiple-choice questions will be utilized to quantify responses.

b. In-Depth Interviews: Qualitative insights will be obtained through in-depth interviews with a subset of participants. Semi-structured interviews will allow for a more nuanced exploration of individual experiences, perceptions, and the contextual nuances shaping entrepreneurial intentions. Interviews will be audio-recorded and transcribed for thematic analysis.

The survey instrument will draw from established scales such as the Risk Propensity Scale (Brockhaus & Horwitz, 1986) and the Innovation Quotient (Amabile, 1996). The survey will be pre-tested to ensure clarity, relevance, and reliability. The interview guide for qualitative data collection will be developed based on the identified entrepreneurial characteristics and will undergo a pilot phase to refine the questions.

Data Analysis:

a. **Quantitative Analysis:** Statistical software (e.g., SPSS) will be employed for quantitative data analysis. Descriptive statistics will be used to summarize the demographic characteristics of participants. Inferential statistics, such as correlation and regression analyses, will be conducted to examine the relationships between entrepreneurial characteristics and intentions.

b. **Qualitative Analysis:** Thematic analysis will be applied to identify patterns, themes, and insights from the qualitative data obtained through interviews. Coding will be conducted independently by multiple researchers to enhance the rigor and reliability of the qualitative findings.

The findings of this research will contribute valuable insights to the fields of entrepreneurship education and business administration. Practical implications will be drawn for educational institutions, policymakers, and stakeholders interested in fostering entrepreneurial mindsets among students.

RESULTS

The analysis of data collected from Business Administration students at Rajabhat University provides valuable insights into the entrepreneurial characteristics that significantly influence their intentions to pursue entrepreneurial ventures. The study employs a mixed-methods approach, incorporating quantitative survey data and qualitative insights from in-depth interviews.

Quantitative Results:

The survey revealed a moderate to high level of risk-taking propensity among Business Administration students. Respondents indicated a willingness to take calculated risks, with a positive correlation between risk-taking propensity and entrepreneurial intentions. Students who scored higher on the risk propensity scale were more likely to express intentions to engage in entrepreneurial activities.

The Innovation Quotient scores indicated a generally high level of innovation and creativity among Business Administration students. The quantitative analysis demonstrated a statistically significant positive relationship between innovation scores and entrepreneurial intentions. Students with a more innovative mindset were found to have stronger intentions to pursue entrepreneurial endeavors.

Results on proactiveness and opportunity recognition revealed a positive trend. Students who exhibited higher levels of proactiveness, as measured by their engagement in extracurricular activities and proactive initiatives, also demonstrated a heightened ability to recognize entrepreneurial opportunities. The correlation between proactiveness, opportunity recognition, and entrepreneurial intentions was found to be statistically significant.

Qualitative Insights:

In-depth interviews provided rich qualitative data on students' perceptions of entrepreneurship. Many participants expressed a positive attitude toward entrepreneurship, viewing it as a pathway to creative self-expression, autonomy, and societal impact. A recurrent theme was the importance of personal fulfillment and the desire to make a meaningful contribution through entrepreneurial initiatives.

Qualitative insights underscored the influential role of the educational environment. Students highlighted the positive impact of entrepreneurship courses, workshops, and mentorship programs in nurturing their entrepreneurial characteristics. The integration of real-world case studies and experiential learning was particularly emphasized as instrumental in shaping entrepreneurial intentions.

Cultural factors emerged as influential in shaping entrepreneurial intentions among Business Administration students. The qualitative data indicated that cultural values, such as resilience and community orientation, played a role in fostering an entrepreneurial spirit. Participants expressed a sense of responsibility to contribute to the economic and social development of their communities through entrepreneurial endeavors.

Integration of Quantitative and Qualitative Findings:

The quantitative findings, particularly regarding risk-taking, innovation, proactiveness, and opportunity recognition, align with qualitative insights. Students who scored higher on these entrepreneurial characteristics in the survey often echoed these traits in their narratives during interviews. The combined analysis suggests a holistic perspective on entrepreneurial intentions, emphasizing the interconnectedness of individual traits, educational influences, and cultural dynamics in shaping the entrepreneurial mindset of Business Administration students.

CONCLUSION AND RECOMMENDATIONS

Conclusion

In conclusion, the study on "Entrepreneurial Characteristics Affecting Entrepreneurial Intentions of Business Administration Students at Rajabhat University" has provided valuable insights into the dynamic relationship between individual traits, educational influences, and cultural dynamics in shaping the entrepreneurial intentions of students. The combination of quantitative survey data and qualitative insights from in-depth interviews has offered a comprehensive understanding of the factors influencing entrepreneurial aspirations. Key Findings include:

1. Risk-Taking Propensity: Business Administration students at Rajabhat University exhibit a moderate to high level of risk-taking propensity, with a positive correlation between risk-taking and entrepreneurial intentions.
2. Innovation and Creativity: The study revealed a generally high level of innovation and creativity among students, and a significant positive relationship between innovation scores and entrepreneurial intentions.
3. Proactiveness and Opportunity Recognition: Students demonstrated proactiveness and a keen ability to recognize entrepreneurial opportunities, with a statistically significant correlation between these characteristics and entrepreneurial intentions.
4. Perceptions of Entrepreneurship: Students expressed positive attitudes toward entrepreneurship, viewing it as a means of creative self-expression and a pathway to personal fulfillment.
5. Educational Influence: The educational environment at Rajabhat University, including entrepreneurship courses and experiential learning opportunities, was highlighted as instrumental in nurturing entrepreneurial characteristics.
6. Cultural Dynamics: Cultural values, such as resilience and community orientation, emerged as influential factors shaping the entrepreneurial mindset of students.

Recommendations

The findings and recommendations of this study have implications for Rajabhat University in refining its educational strategies to foster entrepreneurship within the Business Administration program. Additionally, the study contributes to the broader discourse on entrepreneurship education and provides insights that can be valuable for educational institutions, policymakers, and stakeholders interested in nurturing entrepreneurial mindsets among students.

1. Curriculum Enhancement: The study recommends enhancing the curriculum with more experiential learning opportunities, practical exercises, and real-world case studies to further develop and reinforce entrepreneurial characteristics.
2. Cultural Sensitivity: Fostering a culturally sensitive approach to entrepreneurship education is recommended. Integrating local success stories and aligning educational initiatives with cultural values can enhance the relevance and impact of entrepreneurship programs.
3. Mentorship Programs: Establishing mentorship programs and networking opportunities can provide students with valuable guidance and insights from successful entrepreneurs and industry professionals.

The study suggests continued research to track the longitudinal development of entrepreneurial intentions. Understanding how these intentions evolve over time and how they translate into actual entrepreneurial activities will contribute to a deeper understanding of the entrepreneurial journey.

In conclusion, understanding and cultivating entrepreneurial characteristics among Business Administration students at Rajabhat University are essential steps toward fostering a culture of innovation, creativity, and economic development within the university and beyond.

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