

**TO EXPLORE STUDENTS PERCEPTIONS ON ENTREPRENEURSHIP AND EMPLOYMENT AND  
INFLUENCING FACTORS AMONG MANAGEMENT STUDENTS**

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**Abstract:**

*The aim of this study is to analyze the career preferences of management students, with a particular focus on the choices between employment and entrepreneurship. Using a survey-based approach, the research investigates how factors such as educational background, financial considerations, family dynamics, and societal expectations impact students' career decisions. Additionally, the study examines the influence of cultural, educational, and personal goals on decision-making skills, as well as the effect of exposure to and education in entrepreneurship on students' inclination towards starting their own businesses. To promote entrepreneurial education and encourage a broader perspective on careers among management students, educators, career counselors, and policymakers need a thorough understanding of these dynamics. The research identifies significant challenges that impede entrepreneurial pursuits, including knowledge gaps, financial obstacles, fear of failure, and lack of guidance, using quantitative methods and an inferential research design with a sample of management students from Kalyan city. The findings suggest that influencing factors indeed impact students' choices between entrepreneurship and employment. These findings emphasize the importance of tailored interventions and support systems to foster entrepreneurial aspirations among management students.* **Keywords:** *Students Perception, Entrepreneurship, Employment, Influence, Management*

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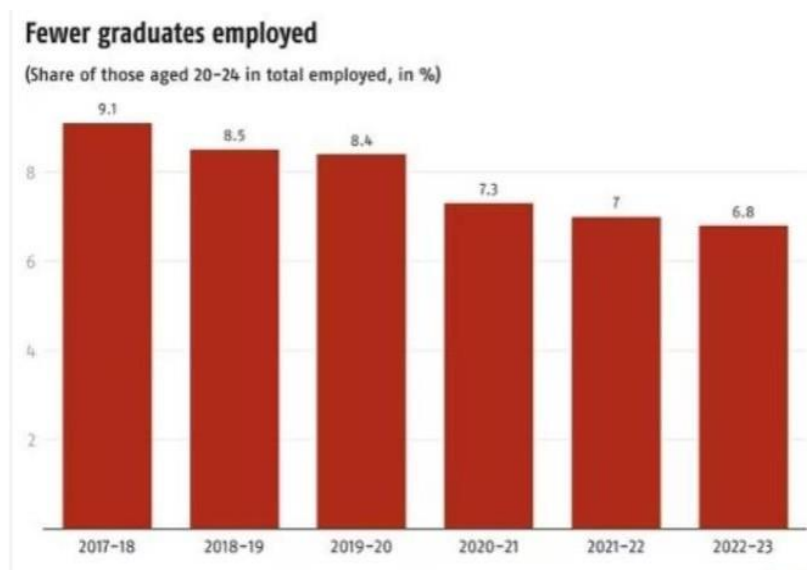
**Introduction:** Entrepreneurship plays a critical role in a country's overall well-being and economic development. As per the data provided by the Centre for Monitoring Indian Economy (CMIE), the percentage of graduates among working individuals aged 20 to 24 has been consistently declining over the past six years, standing at less than 10 percent. Specifically, in the year 2017- 18, the percentage was 9.1 percent, which further dropped to 6.8 percent in 2022-23.

For management students, the decision to either start their own business or seek employment post-graduation can be quite challenging, given the pros and cons associated with each option. According to Rishiksha T. Krishnan, the Director of IIMB, only a small percentage, approximately 2-3 percent, of management students choose to venture into

entrepreneurship after completing their studies. This decision is believed to have a significant impact not only on the overall economic growth but also on personal fulfillment.

However, it is worth noting that fresh graduates are more inclined towards seeking employment in established companies rather than starting their own businesses. This inclination is influenced by various factors, including family values, educational background, financial concerns, and societal norms.

The study also examines students' perceptions regarding the quality of teaching in their classes and their awareness of entrepreneurial opportunities available at their respective universities. Additionally, it investigates whether the respondents are aware of any government initiatives aimed at supporting the establishment of new businesses.



### Research Methodology:

### Research Questions:

- What role does your educational background play in shaping your career preferences?
- To what extent do financial concerns, such as startup costs and lack of funding, deter you from considering entrepreneurship?
- How much influence does your family have on your career decisions, especially regarding job versus entrepreneurship?
- Do you believe that societal expectations influence your decision to choose a job or start a business?
- What challenges do you think students might face when considering entrepreneurship as a career option?

### Objective:

1. To explore the career choices of management students related to entrepreneurship or employment.
2. To examine how the educational background shapes career preferences among management students.
3. To understand their perception on other influencing factors (societal expectations, financial concerns, family influence).
4. To study the awareness about government policies

related to entrepreneurship among management students.

### Hypothesis:

H1. Influencing factors does affect management students' decisions between entrepreneurship and employment.

H0. Influencing factors does not affect management students' decisions between entrepreneurship and employment.

### Significance:

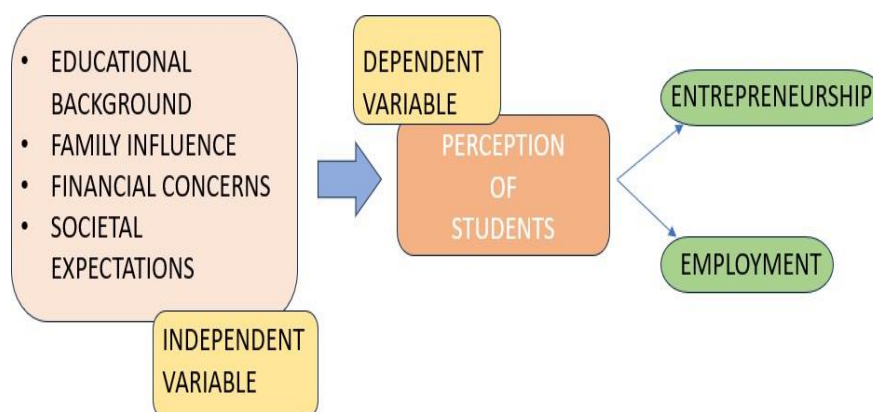
The significance of our study is to provide valuable information to policy makers, career counsellors, and educational institutions regarding the factors that affect the career choices of management students. By considering variables such as family influence, financial constraints, societal expectations, and educational background, educational institutions can customize their curriculum and career guidance programs to assist students in making informed job decisions. Moreover, our research can support the development of interventions aimed at promoting entrepreneurship and addressing the challenges faced by aspiring business owners. Ultimately, this study can positively impact the career paths of management

students by empowering them to make well-informed decisions about their future.

### Methodology

1. Conceptual framework : The model aims to analyze how these independent variables collectively impact management students' decisions regarding their

career paths, particularly in choosing between pursuing entrepreneurship or seeking employment. By examining the influence of various factors on students' perceptions and decisions.



**Figure 2 Research model**

### Research design :

The main objective of the study is to find the perception of students about influencing factors affecting the choice between employment and entrepreneurship. Sampling method: The survey data was collected using convenience sampling, with a sample size of 40 students.

### Data collection :

The primary data for the study is collected through survey which contain questionnaires about perception of students regarding various influencing factors regarding their choice of entrepreneurship or employment.

### Limitation:

Limitation of this study is the small sample size. The data collection was restricted to management students from Kalyan city, which may not accurately represent the broader population of management students. Further research can be done by considering more diverse range of students from different academic

sectors and different geographical regions.

### Review of Literature:

The career choices of management undergraduates are significantly influenced by several factors, including their personality, family influence, teachers' impact, interest in the subject, career opportunities, career benefits, and self-efficacy. Among these, personality and future career benefits are identified as the most influential. A mismatch between career choice and personality can have detrimental effects on both the employer and the employee, leading to dissatisfaction, demotivation, stress, and even dropouts or career failures. Therefore, it's crucial for family members, teachers, and career advisors to consider students' personality types when offering guidance. Additionally, students should be informed about the actual opportunities and benefits associated with their chosen career paths, as they often base their decisions on perceived future prospects. Most management students make their career decisions during their

Advanced Level studies or upon university enrollment, highlighting the importance of effective career advising and counseling in schools. Overall, this study sheds light on the key factors influencing the career choices of management students in Sri Lanka.

According to Thompson. Entrepreneurial intentions refer to an individual's self-recognized commitment to establishing a new business venture and actively planning to do so in the future. Entrepreneurial intentions can be characterized as an individual's self-acknowledged belief that they aim to create a new business endeavor and actively strategize to do so in the future. Various factors influence these intentions, including entrepreneurship education, self-efficacy, family background, personality, dedication, gender, and other relevant aspects.

Previous studies have demonstrated a beneficial influence of entrepreneurship education on entrepreneurial intention (Jiatong et al., 2021, Liu et al., 2019, Jena, 2020, Hassan et al., 2020, and Gregoria et al., 2021). However, achieving the effectiveness of entrepreneurship education necessitates the utilization of efficient strategies, tools, and well-defined goals (Rashid, 2019). These strategies, tools, and goals are pivotal in nurturing entrepreneurial abilities, thereby cultivating entrepreneurial intention and equipping individuals for entrepreneurial pursuits. However, it has been noted that the current entrepreneurship education curriculum lacks sufficient emphasis on training in marshaling entrepreneurial self-efficacy skills. Therefore, there is a practical implication that entrepreneurship training should be adequately implemented to prioritize the development of economic resource skills necessary for initiating new businesses (Adeniyi et al., 2022).

Entrepreneurship curriculum often vary, with a predominant focus on identifying business opportunities or enhancing personal behaviors, but they frequently lack emphasis on financial education necessary for ensuring business viability in diverse market environments. Numerous studies, both substantial and less significant, have investigated the influence of demographics on financial literacy across different countries (Ansari et al., 2023), highlighting researchers' keen interest in understanding the factors influencing and methods to enhance financial literacy among individuals. Financial literacy plays a crucial role in shaping entrepreneurial intention, as it provides individuals with the necessary knowledge and abilities to make informed financial decisions, especially within the entrepreneurial context. As per, Akhter et al. (2022), factors such as digital entrepreneurial self-efficacy, digital literacy, entrepreneurship education, innovativeness, and creativity significantly influence university students' intentions to pursue digital entrepreneurship. Additionally, Shabnaz and Islam (2021) discovered that factors such as autonomy and market opportunities positively impact students' entrepreneurial intentions, whereas obstacles like insufficient financial and government support, as well as lack of skills, have a significant negative effect.

Family background is assessed through five statements, including parents offering guidance and setting examples for entrepreneurship from an early stage, providing support in making entrepreneurial decisions, offering financial assistance for entrepreneurship, high parental attention serving as motivation for entrepreneurship, and perceiving one's family background, particularly if it's entrepreneurial, as highly supportive of starting a business venture.

**Data Analysis Discussion:**

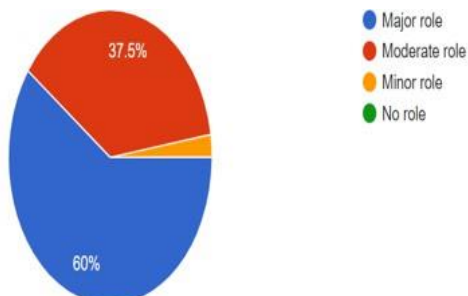


Fig 1.1 Role of educational background in career preference?

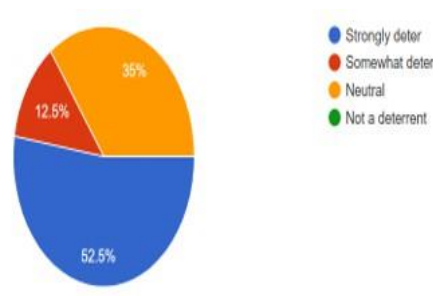


Fig 1.2 financial concerns?

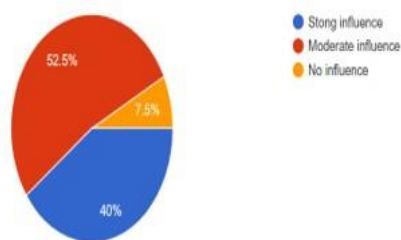


Fig1.3 Family influence

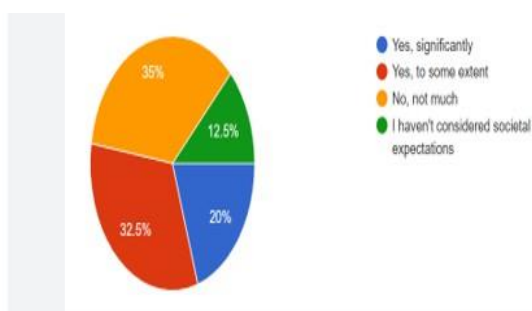


FIG1.4. societal expectations

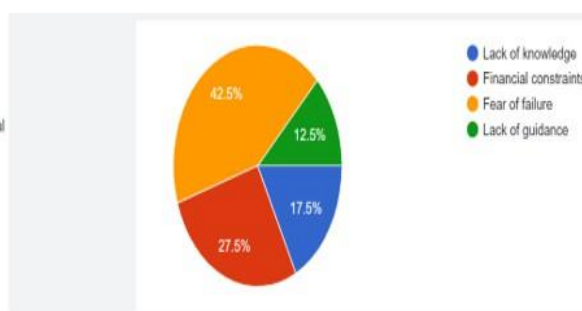


Fig 1.5 challenges while considering entrepreneurship

The survey data highlights several key findings. Firstly, in figure 1.1, 60% of respondents agree that their educational background plays a major role in shaping their career preferences. Additionally, in figure 1.2, 52.5% acknowledge that financial concerns serve as significant deterrents when considering entrepreneurship. Family also plays a major role, with 52.5% of students moderately agreeing and 40% strongly agreeing that family influences their career decisions in figure 1.3, particularly regarding entrepreneurship. Moreover, in figure 1.4, societal expectations are seen as influential by 35% of respondents. Figure 1.5, reveals various challenges faced by students, including fear of failure (42.5%), financial constraints (27.5%), lack of knowledge (17.5%), and lack of guidance (12.5%).

Overall, the data suggests that factors such as educational background, family influence, financial constraints, fear of failure, and lack of guidance are influencing students to opt for employment over entrepreneurship.

### HYPOTHESIS TESTING:

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#### Data Entry

	B <sub>1</sub>	B <sub>2</sub>	B <sub>3</sub>	B <sub>4</sub>	B <sub>5</sub>	Totals
A <sub>1</sub>	7	11	17	5	-----	40
A <sub>2</sub>	10	12	14	4	-----	40
A <sub>3</sub>	16	21	3	0	-----	40
A <sub>4</sub>	21	5	14	0	-----	40
A <sub>5</sub>	-----	-----	-----	-----	-----	-----
Totals	54	49	48	9	-----	160

Chi-Square	df	P
38.06	9	<.0001
Cramer's V = 0.2816		

In the figure The row of B<sub>1</sub>, B<sub>2</sub>, B<sub>3</sub>, B<sub>4</sub> shows represents options of each questions while the column of A<sub>1</sub>, A<sub>2</sub>, A<sub>3</sub>, A<sub>4</sub> represent question while the numbers are response for each questions four options. Here the 4 questions are about influencing factors. The above figure contain the combine responses of five questions. The chi-square of the combined figures is

38.06 and df is 9. The value of P here is <.0001 which is less than 0.5 it suggest that influencing factors indeed impact management students decisions between entrepreneurship and employment. while cramer's value is 0.2816.

### Summary of Finding:

The study investigated the career preferences of management students, specifically their choices between entrepreneurship and traditional employment. The key findings revealed that factors such as financial limitations, societal expectations, family influence, and educational background significantly influence students' career decisions. Fear of failure emerged as a prominent factor that dissuades students from pursuing entrepreneurship, while lack of guidance and financial constraints also pose challenges. Students expressed the belief that internships and case studies should be incorporated into the management curriculum to foster

entrepreneurship, and that colleges should establish closer collaborations with industry professionals. Interestingly, students demonstrated varying levels of awareness regarding entrepreneurial opportunities within their academic institutions. It is noteworthy that the Mudra Yojana scheme and Startup India are the most widely recognized government policies on entrepreneurship among students.

### Suggestion:

The policymakers should provide valuable insights to educational institutions to improve their programs and support mechanisms. This will ensure that management students have the necessary skills and knowledge for

traditional employment and entrepreneurship. Policymakers can use these insights to develop policies that promote entrepreneurship education, facilitate collaboration between industry and academia, and provide financial assistance to aspiring entrepreneurs. The study also highlights the importance of raising awareness about entrepreneurial opportunities and providing tailored guidance to students, creating an environment conducive to entrepreneurial pursuits. Ultimately, fostering entrepreneurship among management students can drive economic development, stimulate innovation, and generate job opportunities, contributing to overall societal prosperity. Additionally, it is important to conduct mentorship programs with experienced entrepreneurs, offer financial literacy workshops to enhance students' financial management skills, and organize networking events to connect students with industry professionals. These initiatives will integrate experiential learning opportunities into the curriculum.

#### **Conclusion:**

The findings of the survey provide useful insight into factors affecting the preferences of management students for their careers, particularly regarding whether or not they choose to be entrepreneurs. A significant factor is the educational background, which most respondents attribute to the development of their career preferences. The main obstacles to entrepreneurship are financial concerns, such as the cost of starting a business and financing constraints, which severely discourage students from becoming entrepreneurs. The role of family influence, as recognized by the majority of participants, is also crucial. According to a recent survey by Joblist, Forty-eight percent of people surveyed felt that their parents strongly influenced their career path, while almost 40 percent felt pressured to follow their parents' career advice. And social expectations vary widely in terms of influencing career choices.

The challenges associated with entrepreneurship, including lack of knowledge, financial constraints, fear of failure, and inadequate guidance, highlight the importance of targeted support mechanisms to foster entrepreneurial aspirations among students. The study emphasizes the impact of financial concerns, family influence, societal expectations, and educational backgrounds on the decision-making process of management students when choosing between employment and entrepreneurship. These factors heavily influence students' decisions, indicating that they carefully evaluate various aspects before selecting their career paths.

The study reveals a moderate level of awareness among students about government policies related to entrepreneurship, indicating potential areas for improvement in this regard. Students also advocate for a more practical and industry-oriented curriculum, emphasizing the importance of collaborating with industry professionals and incorporating case studies and internships to enhance practical knowledge. Communication skills, creativity, innovation, and risk-taking are acknowledged as crucial skills for aspiring entrepreneurs, suggesting areas of focus for educational institutions. The study also reveals that students have a moderate level of awareness of entrepreneurial opportunities within their universities. Overall, these findings provide valuable insights into the factors that influence management students' career decisions

and offer recommendations for establishing an entrepreneurial ecosystem within educational institutions.

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