

Evaluation of awareness level of indian graduate aspirants towards entrepreneurship and intrapreneurship concepts:

A selective study

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ABSTRACT: This paper seeks to know the awareness level of Indian graduate aspirants towards Entrepreneurship and Intrapreneurship concepts. Under descriptive research, survey method was conducted at a selective institution in Andhra Pradesh. A sample of 129 out of 573 was drawn using proportionate stratified random sampling technique, out of which 113 had filled the forms and the leftover 16 were absent at the time of survey. The data was collected using schedule with 13 questions and the data analysis was done using descriptive statistics measure and percentages. From the analysis, it was found that about 53.98% of graduates heard about Entrepreneurship and only 18.58% heard about Intrapreneurship. Very few graduates have designated that certain most significant motives, characteristics and skills required for becoming successful Entrepreneurs or Intrapreneurs. It was also identified that only 23.89% and 7.9% of the total 113 graduate aspirants were willing to become Entrepreneurs and Intrapreneurs correspondingly. The major limitation of the study was that the survey meant for the chosen institution and had excluded the discussion of financial sources for Entrepreneurs or Intrapreneurs, left for further research. Lastly, it was concluded that the graduates were not clearly aware of the concepts, there arises a need to implant the concepts for their growth and our nation as well.

Keywords: Entrepreneurship; Intrapreneurship; Proportionate stratified random sampling

1. INTRODUCTION

The youngest Entrepreneurs namely Shraavan of 12 years old (co-founder & President) and Sanjay of 10 years old (CEO) of Go Dimensions company and Sindhuja Rajaraman of 14 years old, world's youngest CEO of Seppan, a Chennai based animation company in 2011 has given a challenge to the younger minds. Their initiatives started a thought process in the youngsters towards Entrepreneurship. This became a basis along with literature review for my study to verify the awareness level of young graduates upon Entrepreneurial along with Intrapreneurial concepts using a schedule. The collected data got analyzed using percentages. The scope of the study got restricted to graduates perception only and had not discussed anything about obtaining financial sources for entrepreneurs and Intrapreneurs. The results will provide an insight towards present scenario of the topic, thus hints the educational boards to strengthen these concepts in the minds of youngsters that helps in building our economy. Let us in detail look in to the literature review.

2. LITERATURE REVIEW

2.1 Definitions

2.1.1 Definitions of an Entrepreneur

A layman definition of an entrepreneur is a person who starts his own Business Enterprise. Its origin is from a French word 'entreprendre', it means -to Undertake. In the words of Schumpeter(1934) and Peter Drucker(1964), Entrepreneurs are Innovators. According to Liverpool John Moores University the top five entrepreneurs are Richard Branson, Chris Evans, Bill Gates, Anita Roddick, Tom Bloxham and Jane Cohen (Yorke, 1997).

2.1.2 Definition of Entrepreneurship(E)

Entrepreneurship can better be described as a process of creating an enterprise by an entrepreneur

– Dr. Jyostna sethi.

2.1.3 Definition of an Intrapreneur

Intrapreneur is an entrepreneur within an already established organization, said by G.Pinchot (1983). Intrapreneurs make risky decisions by using the resources of the company whereas the entrepreneurs make risky decisions using their own resources (Antoncic & Hisrich, 2003). *Some Examples* include V.Vaidyanadhan of Biyani's Future group, R.Radha Krishna of Reliance retail foods segment and Adobe founders, John Warnock and Charles Geschke (Vijayraghavan & Singh, 2011).

2.1.4 Definition of Intrapreneurship(I)

Intrapreneurship represents the initiation and implementation of innovative systems and practices within an organization. Intrapreneurship is majorly internally focused while entrepreneurship tends mainly to be externally focused. In 1985, Pinchot stated that Intrapreneurship is a practice of developing a new venture within an existing organization.

2.2 Motivating factors, characteristics and skills of E& I

The most significant motivating factors for becoming an Entrepreneur are Educational background, Occupational experience, Desire to work independently in Manufacturing line, Desire to branch out to manufacturing, Family background, Assistance from government, Assistance from financial institutes and Availability of technology/ raw material. The motivating factors for becoming an Intrapreneur are simplicity of organization structure, Lower levels of formality, Desire to penetrate in new markets /new products, Increase an existing competitive advantage and Growth orientation of the business (i.e Industry growth) (Ward, 2004).

Some of the basic characteristics of an entrepreneur cited are Achievement orientation, Capacity to inspire, Charisma and Extroversion , Commitment to others, Creativity & Innovation, Desire for autonomy/ self-rule, Determination, Doer/ High Initiative, Emotional stability, Flexibility and Stubbornness, High energy level, High internal locus of control, Proactive, Risk Taking/Uncertainty tolerance, Self awareness, Self confidence, Views failures as Learning and vision. The certain Characteristics of an Intrapreneur cited are the one who Understands the environment, Visionary and flexible, Creates management options, Encourages teamwork, Encourages open discussion, Builds an association of supporters and Persist(Stick with) (Ward, 2004).

The skills are two forms. They are Technical and Behavioural. Some of the required Technical skills of an Entrepreneur are to manage Small business forms, Knowledge about IPR, Marketing, Finance, Business planning, Strategic planning, HRM, Production management, Legal issues, Logistics management, Quality management. The Behavioural skills are Communications, Judgement, Negotiation, Creativity, Decision making, Delegation, Customer/Supplier relationship, Motivation, Problem solving and team working. Some of the technical skills of an Intrapreneur are Change management, IPR, Marketing, Finance, Business planning, legal issues, Logistics planning, Strategic planning, HRM, Production management and Quality management. The behavioural skills of Intrapreneurs are communication, Negotiation, judgement, Motivation, problem solving, negotiation, team working, creativity and decision making (Ward, 2004).

2.3 Advantages and Dis-Advantages of E&I

The major advantages of Entrepreneurship are First mover advantage, Independency, Raise in Income and salary potential. Their disadvantages are long working hours, magnification of mistakes, less benefits and more risky. The major advantages of Intrapreneurship are friendly environment, lower risk, availability of resources, access to customers and infrastructure. Their disadvantages are Limitations in Innovativeness, and no expected rewards (Maier & Zenovia, 2011).

2.4 Studies on Entrepreneurship & Intrapreneurship

In 2007, a study was conducted by National council for graduate Entrepreneurship (NCGE) for Understanding the factors influencing graduate entrepreneurship on 9,236 UK graduates and diplomats. It was found that only 4% were Entrepreneurs (Greene & Saridakis, 2007).

A study was conducted upon five universities in Nigeria, where in 100 sample units from each university were selected at random upon final year graduate students opinion in becoming Entrepreneurs. The data analysis revealed that only 12.4% percent aspired to own their business after graduation (Akpomi, 2008).

In another study, a nationally representative ‘_Screener’ telephone survey, conducted between October 2005 and January 2006, of 31,845 American adults aged 18 and over. 1,214 adults engaged in starting up a new venture were identified from the Screener out of which 269 cases were classified as nascent intrapreneurs (NI) and the remaining 945 were classified as nascent entrepreneurs. It was revealed that general Human capital was the key factor (Parker, 2009). Studies were not found much upon Intrapreneurs. The studies reveal that there could be a research in understanding the awareness level of graduates upon Entrepreneurial and Intrapreneurial concepts. Let us move towards the objectives of study.

3. OBJECTIVES OF THE STUDY

The objectives of the study are

- To explore the individual awareness level of male and female graduate aspirants regarding Entrepreneurship and Intrapreneurship concepts.
- To study the opinion of Indian graduate aspirants towards Entrepreneurial and Intrapreneurial motivating factors, Characteristics and skills.

In order to fulfil the above two objectives, the following methodology has been applied.

4. RESEARCH METHODOLOGY

The study was a descriptive research, wherein survey method was conducted at a selective institution, Sri Nagarjuna UG and PG Degree College located in Ongole, prakasam district, Andhra pradesh. The institution runs graduate courses including B.Sc, B.Com and BCA and a Post graduate course i.e MBA. A sample of 129 was drawn out of 573 students using proportionate stratified random sampling technique by using a 13 questions schedule as a data collection tool. The response was finally obtained from 113 aspirants, where in 16 were absent. The data was analyzed using descriptive statistics and percentages. Now, let us move to the results section.

5. RESULTS

Initially, prior to the analysis of results, let us try to see the division of strata's based on which the whole analysis was done by distributing schedule. The nature of population is graduates of a selected institution. The graduates of selected organization were classified in to 14 stratum (or stratas). As discussed in the methodology that the proportionate stratified random sampling was used for picking the elements of the selected sample size. The detailed division of stratas were as follows in Table .1. Let us understand the responses.

Table .1: Details of Sample size extraction Using Stratified random sampling technique

S.NO	STRATAS	Boys	Girls	Total Population	Population Proportion %	Sample size Division
1	B.Sc MSCS*- I	18	13	31	5	7
2	B.Sc MSCS- II	14	16	30	5	7
3	B.Sc MSCS- III	18	25	43	7	10
4	B.Sc MPCS **-I	14	22	36	6	8
5	B.Sc MPCS -II	13	9	22	4	5
6	B.Sc MPCS -III	10	17	27	5	6
7	B.Sc MECS***-III	18	10	28	5	6
8	B.Sc-Biotech-II	4	9	13	2	3
9	B.Sc -Biotech-III	7	9	16	3	4
10	B.Com†- I A	50	25	75	13	17
11	B.Com- I B	45	16	61	11	14
12	B.Com- II	48	30	78	14	18
13	B.Com- III	48	37	85	15	19
14	BCA††	16	12	28	5	6
					100	
		Population Size		573	Sample Size	129[≠]

* Bachelor of Science- Maths, Statistics, Computer Science

** Bachelor of Science- Maths, Physics, Computer Science

*** Bachelor of Science- Maths, Electronics, Computer Science

† Bachelor of Commerce

Bachelor of Computer Applications

Picked 7 from 31 using simple random sampling's Inverse hat method, for those the schedule was distributed.

≠ The sample size 129 was determined out of total population size i.e 573 by considering a confidence level of 90% and confidence interval of 10%. Response was taken from 113 graduates out of 129 in total as 16 were absent at the time of survey.

Question 1: Indicate your gender?

Response: The percentages of male and female graduates are 54.87 and 45.13 became a part of the study.

Question 2: Do you ever heard the concept of Entrepreneurship?

Response: 67.74 % of male respondents have heard and 32.26% of them have not heard about Entrepreneurship concept. 37.25 % of female respondents have heard and 62.75% of them have not heard about Entrepreneurship concept.

Question 3: Do you ever heard the concept of Intrapreneurship?

Response: 20.97 % of male respondents have heard and 79.03% of them have not heard about Intrapreneurship concept.
15.69 % of male respondents have heard and 84.31 % of them have not heard about Intrapreneurship concept.

Question 4: What are the most significant motivating factors for becoming an Entrepreneur?

Response: Out of 42 Male graduates heard about Entrepreneurship, 42.86% and 40.48% perceived Availability of technology or raw material and Education background as most significant motivating factors for becoming an Entrepreneur.

Out of 19 female graduates heard about Entrepreneurship, 52.63% and 42.11% have perceived Education background and desire to work independently in manufacturing line as the most significant motivating factors for becoming an Entrepreneur.

Question 5: What are the most significant motivating factors for becoming an Intrapreneur?

Response: Out of 13 Male graduates heard about Intrapreneurship, only 8 members have perceived Increase an existing competitive advantage as most significant motivating factor for becoming an Intrapreneur.

Out of 8 Female graduates heard about Intrapreneurship, only 3 members have perceived the simplicity of organization structure and growth orientation of business as the most significant motivating factors for becoming an Intrapreneur.

Question 6: Indicate the characteristics of an entrepreneur as per their Importance from your perspective.

Response: Out of 42 male graduates, 28 felt achievement oriented as the most important characteristic and more than 20 members felt that the capacity to inspire, commitment to others, creativity & Innovation, High Initiative, self awareness and self confidence are the important characteristics of an Entrepreneur.

Out of 19 female graduates, 15 felt self confidence as the most important characteristic and more than 10 members felt that the self awareness and self confidence are the important characteristics of an Entrepreneur.

Question 7: Indicate the characteristics of an Intrapreneur as per their Importance from your perspective.

Response: Out of 13 male graduates, more than 10 members believe that understanding the environment, create management options and builds an association of supporters as important characteristics of an Intrapreneur.

Out of 8 female graduates, more than 6 members believe that understanding the environment and encourage teamwork as the important characteristics of an Intrapreneur.

Question 8: Identify the skills of an Entrepreneur as per their importance from your perspective

Response: Out of 42 male graduates, more than 20 felt that marketing and business planning as important technical skills and communications & decision making are considered as the important behavioural skills of an entrepreneur.

Out of 19, only 7 felt the same technical and behavioural skills as equally important. The rest of them can't able to provide their perception.

* Here we can see certain combined opinion of male and female graduates.

Question 9: Identify the skills of an Intrapreneur as per their importance from your perspective.

Response: Out of 13 male graduates, more than 10 felt that marketing and finance as important technical skills and Judgement as an important behavioural skill of an Intrapreneur.

Out of 8 female graduates, only 3 graduates could able to identify marketing as an important technical skill & communication, negotiation, problem solving and team working as important behavioural skills of an Intrapreneur.

Question 10: Are you willing to become an Entrepreneur?

Response: Out of 42 male graduates, about 20 are willing to become Entrepreneurs, whereas only 7 out of 19 female graduates had expressed their willing to become Entrepreneurs.

Question 11: Are you willing to become an Intrapreneur?

Response: Out of 13 male graduates, about 9 are willing to become Intrapreneurs, whereas none out of 8 female graduates had expressed their willing to become Intrapreneurs.

Question 12& 13: Name the Entrepreneurs & Intrapreneurs of your choice.

Response: Bill Gates is the only name given by the graduates for Entrepreneurs and no other name were recalled by the graduates for entrepreneurs and Intrapreneurs.

6. FINDINGS

The findings of the study are:-

- Entrepreneurship concept was heard more by male graduates than female graduates & Intrapreneurship concept was least heard by male as well as female graduates.
- Out of 113 graduates surveyed, 61 graduates (i.e 53.98) heard about Entrepreneurship and only 21 graduates (i.e 18.58%) heard about Intrapreneurship.
- Availability of technology or raw material, Education background and desire to work independently in manufacturing line are identified as the most significant motivating factors for becoming an Entrepreneur.
- Increases an existing competitive advantage, simplicity of organization structure and growth orientation of business are identified as the most significant motivating factors for becoming an Intrapreneur.
- Capacity to inspire, commitment to others, creativity & Innovation, High Initiative, self awareness and self confidence are the important characteristics of an Entrepreneur.
- Understanding the environment, create management options, builds an association of supporters and encourage teamwork are the important characteristics of an Intrapreneur.
- Marketing and business planning are considered as important technical skills and communications & decision making are considered as the important behavioural skills of an entrepreneur.
- Marketing and finance are indicated by graduates as important technical skills and Judgement, communication, negotiation, problem solving and team working as important behavioural skills of an Intrapreneur.
- Out of 61 graduates those heard about Entrepreneurship, considerable number of 27 had expressed their willing to become Entrepreneurs. The other side out of only 21 graduates out of 113 have heard about Intrapreneurship, out of which only 9 have expressed their willing to become Intrapreneurs. No female graduate had expressed her willing to become an Intrapreneur.
- Only one name i.e Bill Gates was recollected by graduates as an Entrepreneur and no other name for it as well as Intrapreneurs. This suggests that the information with graduates regarding Entrepreneurs and Intrapreneurs is poor.

7. DISCUSSION & CONCLUSION

It was observed from the study that about 53.98% and 18.58% of graduates have heard about Entrepreneurship and Intrapreneurship concepts respectively, indicating rest of them have no information regarding them. As the response rate is not much impressive, the results are analyzed directly without much of the statistical tools. Very poor indication towards information held with graduates

regarding Intrapreneurial concepts. The responses were very poor that there arises a need to uplift the information level of graduates by conducting more seminars and workshops on these concepts. This could be a suggestion for all private organizations with similar situation. Finally, it can be concluded that the information with graduates regarding Entrepreneurs and Intrapreneurs is less, which should be improved to increase productivity which contributes more towards fulfilment of human needs that in turn increases employment, improves economy helps in contributing towards our GDP.

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