

Factors Affecting Entrepreneurial Intention in Bangladesh



centre for
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development



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JUNE 24, 2018



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Internship Report

On

**‘Factors Affecting Entrepreneurial Intention
in Bangladesh’**

Prepared By:

Samiul Alam

ID: 12304045

BRAC Business School

BRAC University

Prepared For:

Mr. Shamim Ehsanul Haque

Assistant Professor

BRAC Business School

BRAC University

Letter of Transmittal

June 24, 2018
Mr. Shamim Ehsanul Haque
Assistant Professor
BRAC Business School, BRAC University
66, Mohakhali, Dhaka.

Subject: Submission of internship report.

Dear Sir,

With due respect I would like to submit my internship report on Entrepreneurial Intention in Sub continent” as a requirement to complete B.B.A. program. I have learned a lot throughout my internship period which I have tried to highlight by writing this report. I tried my best to include all relevant information’s about the psychology, thoughts, aspirations, intention and problem they face. Though it was a challenging, I really enjoyed my internship period because of the friendly environment of CED, BRAC University.

\So, considering the limited period of time if you allow me to submit my internship report then it would be your greatness and in addition, I also would like to give my thanks for your valuable time, suggestions and guidance. It was a blessing for me that I got you as a faculty as my supervisor.

Yours Sincerely,

Samiul Alam

ID: 12304045

BRAC Business School,
BRAC University

Acknowledgement

At the very begging of my writing I would like to give my thanks to Allah who helps me in every stage of my life and especially to faculties of BRAC University who make me capable to apply for an internship.

Secondly, this is also high time for me to convey my deepest gratitude and sincere submission to Allah for giving me the strength and brave for the accomplishment of preparing the internship report.

Then, I feel honor to lay my sincerest gratitude to my honorable supervisor, Mr. Zaheed Husein, Assistant Professor who helps me, encourages me and guiding me by giving valuable suggestions and guideline throughout the period of my internship, without his support it was not possible to prepare this report.

After that, it was a great opportunity for me to complete my internship program at Centre for Entrepreneurship Development (CED), BRAC University (BRACU) and because of that another special thanks will go to Md. Mofazzol Karim, Program Officer and Afshana Choudhury, Program Manager, Centre for Entrepreneurship Development (CED). I am also very grateful to my CED team and officials for their great support.

Finally, I am fortunate for the aid and encouragement I have received from all of my teachers and staffs and friends of BRAC University.

Executive Summary

To fulfill a mandatory part (BUS 400) of BBA graduation, I completed my 13 weeks internship at Centre for Entrepreneurship Development (CED), BRAC University (BRACU) as a requirement for the BRAC Business School. The internship offers the opportunity to translate theoretical concepts into a real working environment. I joined there for a ready-made garments (RMG) research project titled “Digital RMG Factory Mapping in Bangladesh” (DRFM-B).

I achieve a commendable knowledge on entrepreneurship as CED is working on numerous entrepreneur development program like research, capacity development program, CED Entrepreneurs’ Den (business plan competition for young entrepreneur) and etc. The report named **‘Factors Affecting Entrepreneurial Intention in Bangladesh’** highlights the cross cultural approach, factor affecting entrepreneurial intention, theory of planned behavior, thoughts social, political and economic context.

I briefly describe here an overview of CED, BRAC University, and its functions and then I have described my internship activities at CED, BRAC University. After that, I have also covered my survey findings analysis, some other findings throughout my internship program.

To conclude, I have provided some of my own recommendations in the final part of this report which I believe would help the fresh and novel entrepreneur.

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CHAPTER: 1

INTRODUCTION

Overview of the Report

In recent years, entrepreneurship has become an important issue due to national economic development and the contribution of society. The decision as an entrepreneur is determined by certain factors, it is a planned action, instead of using it by mistake. In general, entrepreneurial intent is defined as a mindset that directs a person's attention and action towards supporting entrepreneurial behavior, developing a new business concept, and pursuing entrepreneurial careers.

Therefore, this study attempts to examine the effects of behavioral attitudes, subjective norms, perceived behavioral control, entrepreneurial education and personality traits, and the social, political and economic context of behavioral change on entrepreneurial intent of the subcontinent.

Background of the report

In recent decades, with the increasing global competition, technological progress and market economy are changing, the entrepreneurial spirit has become the world's researchers and governments increasingly concerned about the field. As entrepreneurship is increasingly seen as a way to tackle global challenges, it is important to understand how young people become entrepreneurs. In trying to define the entrepreneurial spirit, researchers tend to agree on opportunities, innovation, organization, creation and adventure. Most relevant to this study are Hisrich and Peters (2002), 10: "*Entrepreneurship is the process of creating new values by investing the necessary time and effort, taking financial, psychological and social risks and money Independence.*" In defining entrepreneurial risks (financial, psychological, and social), the definition suggests that the potential range of entrepreneurial intentions in a country's youth may be promoted or prevented.

To find out the influencing factors that really affect an entrepreneur intention, I go through international article and journal. On the basis of those article, journal I have made a questionnaire set which was attended by the group of incubates of CED, BRAC University and from this I would try to catch on the persuading factors that create some effect on entrepreneur intention.

Objectives of the study

This report aims to identify the determinants of entrepreneurial intentions in young people. The empirical basis is based on surveys conducted by subcontinent students. The main objective is to compare the effects of different economic and cultural contexts. Study-independent variables include demographic and individual antecedents, personality traits and attitudes, and contextual elements such as access to capital and information. Individual ideas of self-efficacy and instrumental preparation are the variables that most affect entrepreneurial intent. Age, gender and educational level have no statistically significant impact. In general, the level of entrepreneurial intent is going to higher among Indian people. The lower entrepreneurial intentions of Bangladesh and Pakistani people can be explained by the social status and economic compensation of entrepreneurs in the subcontinent context.

General objectives: The first goal of this research is to understand students' entrepreneurial intentions. Next, determine if attitudes toward behavior, subjective norms, perceived behavioral control, entrepreneurship, and personality traits will affect students' entrepreneurial intentions.

Specific Objectives:

- I. Determine the relationship between behavior and entrepreneurial intentions.
- II. Determine the relationship between subjective norms and entrepreneurial intentions.
- III. Determine the relationship between perceived behavioral control and entrepreneurial intentions.
- IV. Determine the relationship between entrepreneurship and entrepreneurial intentions.
- V. Identify the relationship between personality traits and entrepreneurial intent.
- VI. Identify the influence of independent variables with entrepreneurial intent.
- VII. Confirm the consistency of the theory of planned behavior.

Limitations of the study

As I know that I have to submit an internship report to BRAC University that is why from the beginning of my internship I have tried to collect relevant information for my report. I faced a lot of problem as my topic is a kind of research topic though I am not a research student but I may overcome those problematic issues with the precious backing from my coordinator and internship supervisor. In preparing this report some problems and limitation have encountered which are as follows-

- **Time Shortage:** Lack of time was a key factor in completing this internship report. Mining data inside a short time to create a practice report based on the result of the analysis. As well as, I had to work 8 hours a day.
- **Trouble in accessing the data:** It seems difficult to collect the various research and census data as you have to login or have to be a paid member of those website.
- **Limitation of verified data or info:** I mostly have to rely on the secondary data to complete the report.

CHAPTER: 2

An Overview of *Centre for Entrepreneurship*
Development (CED),
BRAC University (BRACU)

A Brief History of *Centre for Entrepreneurship Development (CED)*, BRAC University (BRACU)

Entrepreneurship plays an essential role in ensuring a strong resource for economic development and is the key to high economic growth in a country. It is also considered the root of our economy. With a growing economy like Bangladesh with a growing youth population, entrepreneurs will be an important driving force to meet the needs of industry and the economy. It has the ability to promote growth and alleviate poverty. One of the main problems of entrepreneurship development in our country is the lack of entrepreneurial skills in the majority of entrepreneurs. In line with this, the BRAC University, for the first time in Bangladesh, has developed an idea for the establishment of a center for entrepreneurial development, with the aim of contributing to the development of entrepreneurship in Bangladesh.

The Center for Entrepreneurship Development (CED) initiated its activities in April 2011 with the aim of encouraging Bangladeshi entrepreneurs to develop entrepreneurial knowledge and skills so that they can develop and expand their own business. CED provides a platform for new, small and medium-sized enterprises through activities to acquire competences for the development and management of the company. To better understand the company, CED focuses on the research that will contribute to the development of the company in Bangladesh, foster the education and acquisition of skills on this line and popularize the idea of entrepreneurship.

CED Function

- ✚ Promote Bangladesh's entrepreneurial philosophy and help build entrepreneurial capabilities.
- ✚ There is a gap between knowledge and skills gaps that hinder entrepreneurs (different industries) from developing and effectively managing their business.
- ✚ Develop courses and set up courses for entrepreneurs and students who want to pursue entrepreneurial approaches.

- ✚ Engage and collaborate with local and international organizations and educational institutions to improve entrepreneurial initiatives for domestic and foreign entrepreneurs: Organize international exchange programs, sectoral workshops and organize them as project promoters for donors and international agencies.

Areas of Interest or Focus Areas of CED

The main activities of the CED focus on a number of important areas of work to promote entrepreneurial activities in Bangladesh.



VISION

Contribute significantly to creating and vigorously promote the establishment of an inclusive entrepreneurial ecosystem in Bangladesh.

MISSION

- Inspire, develop, maintain, develop and enhance entrepreneurial spirit through innovation, institutional capacity and leadership
- unlock the potential of young entrepreneurs in Bangladesh
- Significant influence and leadership of Bangladesh entrepreneurs towards sustainable development.
- Through innovation and entrepreneurship, "help for people's self-help"

Goals and Objectives

The goals and objectives of CED are to help entrepreneurs promote entrepreneurship and provide entrepreneurial knowledge and skills through innovation, skills development and leadership.

The main functions of the CED are:

- ❖ Promoting Bangladesh entrepreneurship
- ❖ Help entrepreneurs develop their skills
- ❖ to bridge the gap between lack of knowledge and skills, hinder entrepreneurs (different industries) to increase business and effective business management
- ❖ Develop courses to set up courses for entrepreneurs and students who want to pursue a business course
- ❖ Participation and cooperation with organizations that can include educational structures to improve the entrepreneurial activity of local and foreign entrepreneurs
- ❖ Establishment of international exchange programs, sectoral seminars
- ❖ As a project facilitator for donors and international agencies
- ❖ Research on different aspects of entrepreneurial development

The Basic Administrative Architecture of CED

In the current organizational environment, the CED is run by two full-time and part-time employees from the BRAC University. The Director is a professor at the BRAC Business School (BBS), who is responsible for the strategic planning and supervision of the subordinate management. Full-time program managers, project coordinators and key investigators report directly to the directors. The researcher is also a professor for BBS, who is responsible for DEC work.

CED Management

Executive Team:

Professor Rahim B. Talukdar, Ph.D.

- Adviser, Centre for Entrepreneurship Development (CED),
BRAC University

Afshana Choudhury

- Program Manager
Centre for Entrepreneurship Development (CED)
BRAC University

Shamim E. Haque

- Assistant Professor, BRAC Business School (BBS), and Senior Research Fellow,
Centre for Entrepreneurship Development (CED)
BRAC University

Core Team & Associates:

Md. Abdullah Al-Kaium

- Knowledge Management Specialist

Imtiaj Uddin Ahmed

- Program Officer

Md. Mofazzol Karim

- Program Officer

Iffat Enam

- Program Officer

Every organization is as good as their team. CED, BRAC UNIVERSITY Collaborate happily with talented and creative employees. With a flat hierarchy and an open business meeting, CED also work as a team to celebrate everyone's face-to-face pleasure.

Activities of CED Chronological from 2011- 2017

Project

List of projects:

Running project

- ✓ Strengthen the organizational performance of the AWAJ Foundation by developing effective management skills
- ✓ University Quality Improvement Project Subproject (HEQEP) which is the sub project

Complete the project

- ✓ Management Soft Skills Beautician Education: Juvenile Girls Beauty Salon Management

Research

Research list:

Research completed

- Participation in Plant Mapping Research (PFMR): Planning phase

Internal or In-House research (sector analysis)

- Problems and perspectives of entrepreneurship in Bangladesh
- Become an entrepreneur and make a real dream
- Agricultural food industry and its possibilities
- Entrepreneurship through tourism
- Problems and prospects for the process sector
- Entrepreneurship through a variety of jute and jute products

Capacity Building Programs for Entrepreneurs

Capacity Development Programs

CED provides the entrepreneur / entrepreneur capacity development plan. CED currently offers the following professional development programs:

- ✓ Innovation, entrepreneurship and social enterprise
- ✓ Enterprise innovation and design thinking
- ✓ PowerPoint presentations for business presentations
- ✓ Communication, leadership and decision making
- ✓ Advanced Enterprise Communication
- ✓ Strategic sales excellence
- ✓ Human Resource Management
- ✓ Leadership
- ✓ Finance and accounting of supervisors and non-financial managers
- ✓ Business Finance
- ✓ Management Information Systems
- ✓ Project development and proposal writing
- ✓ Project management
- ✓ Project management and implementation of non-governmental organizations
- ✓ Project cost management: estimate, budget and cost control
- ✓ Universal ToT (coach training)

Academic Development Program

In addition to the above-mentioned training courses, CED offers an academic development program for young entrepreneurs to provide them with practical knowledge in marketing, finance, leadership, strategy and best practices for a successful business.

Professional Fellows Exchange Program

Professional Fellows Exchange Program for Young Entrepreneurs:



CED has successfully organized and managed several exchange programs with professional researchers from young entrepreneurs in Bangladesh, including:

- 1) U.S. State Department and the Gaylord College of Journalism and Mass Communication, University of Oklahoma, USA, and
- 2) University of Southern Queensland, Australia.

One of the most popular projects of the US Department of Foreign Affairs is the Bangladeshi Youth Entrepreneurship Program. CED, Bangladesh partner at the University of Oklahoma and Mass Communication Glover College, led the 57-year-old four (4) newcomers and media exchange program Bangladesh professionals and businesses home. Improve and consolidate their professional skills.

Recently, a new partnership has been established with the University of South Queensland in Australia to organize exchange programs for professional researchers.

Program Description

Programs organized in association with University of Oklahoma

1. Bangladeshi Young Entrepreneurs Exchange Program [**Completed**].
2. Bangladeshi Media Professionals Exchange Program [**Completed**].
3. Entrepreneurs Exchange Program (from Bangladesh and Nepal) [**Completed**].
4. Professional Fellows Exchange Program (from Bangladesh, India, Myanmar) [**Ongoing**].

Programs organized in association with University of Southern Queensland

1. Empowering Women through Entrepreneurship, Innovation and Business Sustainability in Nepal and Bangladesh [Ongoing].

Industry Collaboration

- Mid-Term Evaluation of the Developing Aspiration and Livelihood for Adolescent (DALA) Project
- Affordability Analysis and Housing Finance Model Development for Pro-Poor Slum Integration Project (PPSIP)
- End-term Evaluation of Stop Child Marriage (SCM) Project

Business Incubation Centre of BRAC University

Established by Centre for Entrepreneurship Development (CED)

The CED is currently working on the sub-project "Establishment of a Business Incubation Center for Graduates", which being is carried out by the Ministry of Education of the Government of Bangladesh within the framework of the "Quality Improvement Project". (UGC) and the World Bank, with the duration of the subproject from July 2014 to June 2016. The project has allowed the CED to significantly expand its activities and focus on areas such as social entrepreneurship and the paradigm the micro-entrepreneurs.

With the support of this project, CED has established an academic / university based incubation center (BIC), where graduates of the BRAC University are involved in providing them with important business incubation support and motivating them to become successful entrepreneurs. This is a teaching program aimed at strengthening international competencies. The CED aims to provide professional incubation services for students, new companies and start-ups, and to successfully operate BIC and promote national entrepreneurial development.

The BRAC University, BIC has been operational since June 2016. Currently, BIC has three (3) incubator groups of incubates, providing a variety of training aids / services to do business.

Portfolios of Incubatee Companies

- Choice.Ninja (Porashona Online)
- TEN's 360
- Cutout

Choice.Ninja (Porashona Online)

Company Profile: Porashona Online is the fourth generation of intelligent education solutions for large-scale database for high-level statistical analysis, and the use of machine learning algorithm based system, take the initiative to learn learning end users.

Original Team:

- 1) Ahmed Saquif Alam Anough, CSE, BRACU
- 2) Fariha Zafor Rima, BBS, BRACU
- 3) Samiha Sanjana, BBS, BRACU
- 4) Raisa Abid, ESS, BRACU

TEN's 360

TEN's 360 is a one-stop marketing solution that offers a variety of marketing services designed to mark your products. In 2013, it set up the Facebook page, set up a small business, providing a variety of products, such as posters, stickers, badges, and mugs and so on. They have received promising feedback on our merchandise business and are developing our business. We participated in CED's Minister of Entrepreneurship (Business Plan Competition Program, Round 2), expanded the existing business, and became the winners.

Ten's 360 offers a variety of marketing services under one roof. As the winner of the CED Business Plan competition, we were able to get bridge support and start financing three (3) different wings within our business. Our first wing offers all types of IT-related services, such as website creation, mobile application development, etc. Our second wings offer digital marketing solutions. Currently they have combined their sales service with these two wings as a professional supplier

of 360 marketing solutions. If you need TEN's 360's service help, please do not hesitate to contact with them.



TEN's 360

www.tens360.com

Facebook Page: www.fb.com/Tens360

E-mail : tens360.info@gmail.com

Promo Video: <https://youtu.be/yJfA5tzFiQM>

Professional Development Program for Executives

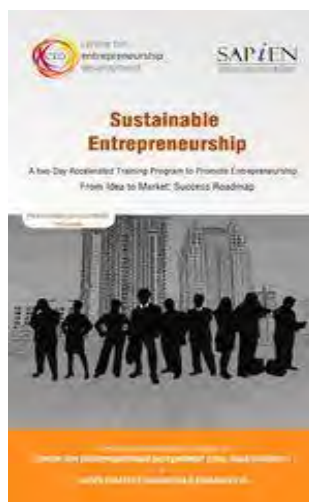
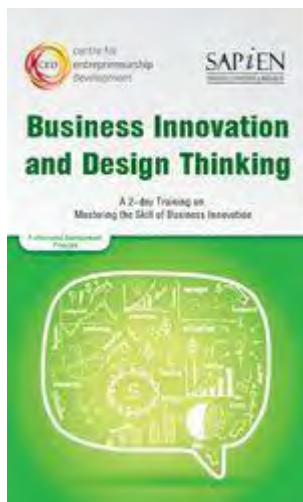
Offered Jointly by Centre for Entrepreneurship Development (CED) and SAPIEN Strategy Consulting and Research

Collaboration in this globalized world is the key to peak performance. Productive associations between universities improve the final results and lead to improved benchmarks. In view of the fact that CED-BRAC shares the vision of participatory pedagogy in its essence; this supports the considerable presence of CED in the cultural landscape of Bangladesh. The creation and dissemination of knowledge is therefore the core of the business model SAPIEN Strategy Consulting & Research.

CED has a stronger platform that brings global knowledge and integrates with Bangladesh. As head of BRAC, CED has access to some of the best educators in the world. SAPIEN is also convinced of continuous joint learning, not remote and trouble-free customer advice. SAPIEN's goal is to bring customers solutions through dialogue, participation, and preventative understanding.

CED and SAPIEN are today leaders in "Corporate Training Landscape" in Bangladesh and have combined global knowledge in the Bangladesh market. CED and SAPIEN are therefore working together to achieve the best management training in the Bangladesh market and to raise the standard. At present, DEC and SAPIEN offer the following career development programs for executives:

- 1) Business Innovation and Design Thinking
- 2) Advanced Business Communication Training
- 3) Power point Business Presentation and Leadership
- 4) Strategic Sales Excellence (SSE)
- 5) Building a Sustainable Social Enterprise
- 6) Sustainable Entrepreneurship

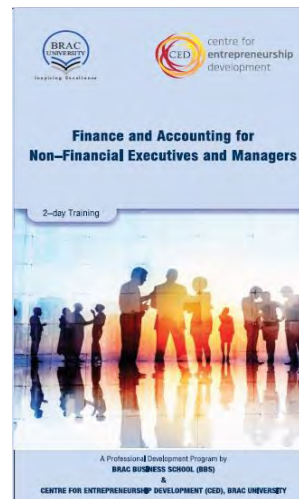
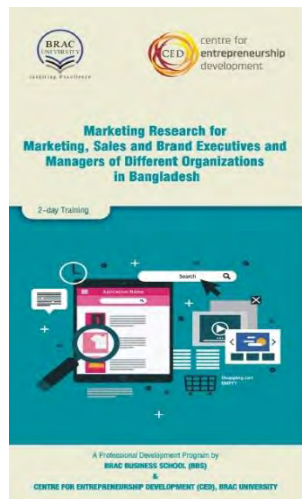


Offered Jointly by Centre for Entrepreneurship Development (CED) and BRAC Business School (BBS)

CED-BRAC shares the vision of participatory pedagogy in its essence. It promotes an important presence in the educational culture of Bangladesh. The creation and dissemination of knowledge is therefore at the heart of the DEP. It has a stronger platform by bringing global knowledge and integrating it into the Bangladesh market. CED aims to bring clients to the solution through dialogue, participation and preventive understanding.

At present, DEC and BBS offer the following career development programs for executives:

- 1) Marketing Research for Marketing, Sales and Brand Executives and Managers of Different Organizations in Bangladesh.
- 2) Finance and Accounting for non-financial Executives and Managers.



Internship Activities at CED, BRAC University

I attended the BRAC University, Center for Entrepreneurship Development (CED) as an "Intern" for the "Digital RMG Factory Mapping in Bangladesh" (DRFM-B) custom clothing research program. The four-year project aims to create an interactive digital map for the RMG sector in Bangladesh through a publicly accessible RMG database.

Major Responsibilities:

- ❖ Assisting in filing of DRFM-B documents.
- ❖ Assisting in disseminating information with stakeholders.
- ❖ Assisting in organizing workshops, seminars and field visits.
- ❖ Required project tasks as and when asked by the Project Manager, DRFM-B.

Chapter: 3

Literature Review

INTRODUCTION

In broad-spectrum, business intent is defined as an atmosphere that directs the attention and action of an individual in supporting business behavior, building a new business idea and pursuing business into a commercial career. It is significant for young generation to know that entrepreneurship is a career choice available to them and that they understand their interest and intent to pursue a career as our unemployment rate is high.

Entrepreneurship has become an important topic in recent years due to its contribution to national economic development and society as a whole. In advanced industrialized countries, entrepreneurship has long been seen as an opportunity to stimulate innovation and technological advances, create competition, and create jobs to foster economic growth and prosperity in each country (Holmgren and From 2005). In less developed countries, more governments see entrepreneurship as a way to boost economic growth and address serious economic and social challenges.

Many researchers and educators around the world have recently sought to explore the driving forces that enable individuals, not just others, to pursue careers. The growing focus on entrepreneurship is based, in part, on the fundamental role that entrepreneurs and businesses play in promoting the economic and social development of developed and developing countries. Decisions must be determined by a number of factors and are more likely to be a planned behavior than a casual intervention. How can countries encourage young people to become entrepreneurs? The answer requires a better understanding of the range of factors related to entrepreneurial intentions in different cultural contexts. The report has highlighted the impact of personal and environmental factors on the selection of entrepreneurs in the company. Recent studies show the effects of a combination of factors that influence entrepreneurial intent. However, with the exception of Bangladesh, our knowledge of the interactions between business planners is limited to other developed and developing countries. This study attempts to close the gap in the literature by measuring the factors that influence or is of interest in the determinants of Bangladeshi peoples' business intentions.

Factors Affecting Entrepreneurial Intention

The growing interest in exploring the factors that enhance business intent is based on the key role entrepreneurs and business activities play in promoting economic and social development in developed and developing countries such as Bangladesh. Some researchers have indicated their intention to become entrepreneurs with respect to personal characteristics (eg, control site, need for success and ambiguity tolerance) and cognitive abilities (Hansemark 1998, McClelland 1961). Others are linked to demanding environmental factors like education and training in the search for a new business (Krueger et al., 2000, Chen et al., 1998).

Entrepreneurship is not the function that can be the result of simple efforts. It requires a regular and lasting attitude within the personality. Some factors are potentially important for the formulation (or not) of business intentions: personality traits, family and friends, experiences and education, political and economic conditions, perceived motives and barriers. In this study, we mention the three possible effects on business intentions: personality factors, social factors (personal experiences and education) and social factors (the perceived political and economic climate of the country). Strong intent may result in an attempt to start a new business (although immediate circumstances may cause a delay).

The attitude may be based on personality traits and demographics and can also be transformed by education (Ahmed, Nawaz, Ahmad, Shaukat, Usman, Rehman and Ahmed, 2010). Attitudes towards entrepreneurship and self-efficacy have important factors that influence entrepreneurial intent and business performance (De Noble, Jung & Ehrlich, 1999).

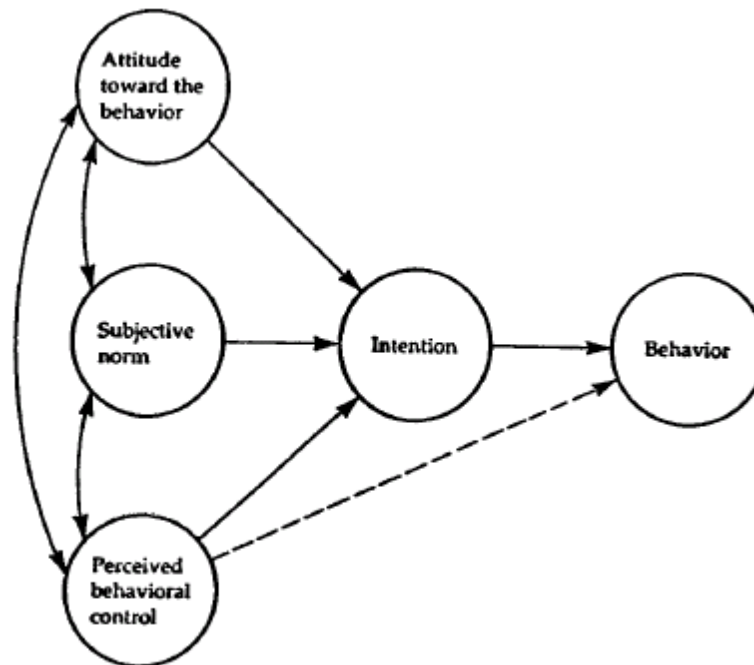
Therefore, this study attempts to explore behavioral attitudes, subjective norms, perceptual behavior control, entrepreneurship education, and personality traits on the entrepreneurial intent of youth and commercial intention of the fledgling generation of Bangladesh. The main objective of this study is to understand attitudes towards behavior, subjective norms and control of perceptual behavior, entrepreneurship education and personality traits, cross cultural approach, political and economic context.

Theoretical background

Ajzen's Theory of Planned Behavior Model

Ajzen's (1991) TPB has been widely tested in entrepreneurship research and has been found to be a robust predictor of entrepreneurial intentions and behavior (Kautonen, van Gelderen, & Fink, 2015). The TPB stipulates that intentions are predicted by a person's attitudes toward a behavior (ATB), the perceived subjective norms, and the perceived behavioral control (PBC), which can be differentiated into internal and external control (Ajzen, 2002a). Internal control is typically equated with a person's self-efficacy, whereas external control refers to a person's beliefs about the support or opposition she or he will find in the environment.

Model of Theory of Planned Behavior



Source: Ajzen, I. (1991). Theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, 179–211.

Theory of Planned Behavior (TPB) is derived from TRA by Fishbein and Ajzen (1975); Ajzen and Fishbein (1980) to forecast and illuminate human behavior in a specific context, it would allow prediction of behaviors that were not under complete voluntary control. TRA could predict behaviors but the mere information of intention was inadequate to predict behavior. Hence, perceived behavioral control is included (Ajzen & Fishbein, 2000) and it is formed by control beliefs that gives rise to the perceived ease or difficulty in performing the behavior. It indicates that people are expected to transform their intention into action, provided there is an adequate degree of actual control over the behavior. Thus, intention is assumed to be the direct antecedent of behavior, guiding the behavior in a controlled manner (Ajzen, 1991).

Entrepreneurial Intention

According to Ajzen (1991:439), intention is the immediate antecedent of behavior. He claimed that behavior is not performed mindlessly but follows reasonably and consistently from the behavior-relevant information and behavior reinforced by rewarding events and weakened by pushing events.

Individuals would like to be self-employed as they perceive that entrepreneurship is a suitable career path for them (Davidsson, 1995) and is a way for them to accomplish their personal goals, pursue own ideas and realize financial rewards (Barringer & Ireland, 2010: 31).

Entrepreneurial intention defined as willingness of individuals to perform entrepreneurial behavior, to engage in entrepreneurial action, to be self-employed, or to establish new business (Dell, 2008; Dhose & Walter, 2010). It usually involves inner guts, ambition and the feeling to stand on one's feet (Zain, Akram & Ghani, 2010). An individual may have potential to be entrepreneur but not make any transition into entrepreneurship unless they have such intentions (Mohammad Ismail et al., 2009).

Scholars empirically evidenced that entrepreneurial intention is a valid predictor for entrepreneurial behavior as entrepreneurial actions always fall into the category of intentional behavior. Studying on entrepreneurial intention provides valuable insights for researcher to understand entrepreneurial process and predict entrepreneurial activities in better way through identifying antecedents of entrepreneurial intention (Davidsson, 1995; Bird, 1998; Krueger et al., 2000; Peterman & Kennedy, 2003; Liñán, 2004; Kolvereid & Isaksen, 2006; Krueger, 2007; Dell, 2008; Mohammad Ismail et al., 2009). Findings of Kolvereid and Isaksen (2006) on 297 business

founders by using longitudinal data revealed that intentions to be self-employed did actually determine later entry into self-employment.

Attitude toward the Behavior

According to Ajzen and Fishbein (2000:216), an attitude refers to individual's general feeling of favorableness or unfavorableness toward various stimulus objects. If they have beliefs about an object, they automatically acquire attitude toward the particular object. Each belief links the object to some features; individuals' attitude toward the object acts as a function of their evaluations toward the features. Whenever individuals learn that the object is linked to a given attribute, their evaluations about the attribute becomes associated with the object. Attitudes are based on the total set of the person's salient beliefs and the evaluations associated with those beliefs. Trevelyan (2009); Sagiri and Appolloni (2009) also indicated that behavior of a person is solely depends upon individual's beliefs and attitudes, and those beliefs and attitudes play a very important role in determining individual's action. Individuals' perceptions on ability to perform specific tasks increase the likelihood of attitude converting into intention and subsequent behavior (Ajzen, 1991).

Ajzen (1991) referred attitude toward the behavior as the extent to which a person has a positive or negative valuation towards the behavior; while Li (2007) defined it as the individual's attractiveness towards being self-employed in the present study. Xavier et al. (2009) referred it as the extent to which people perceived that there are good opportunities for them to start-up a business, or the degree on their attachment towards high status of entrepreneurs. Individuals who get to know their referents have started a business be more likely to see it as legitimate.

While the result obtained from undergraduates by Frazier and Niehm (2006) stressed that positive attitude toward self-employed and the confidence of the ability to create a new venture successfully appear to predict stronger levels of entrepreneurial intention. Elfving, Brännback and Carsrud (2009) revealed that if an individual holds positive attitude toward self-employed, considers entrepreneurship to be aligned with his overall goals in life and sees an opportunity to perform an entrepreneurial action, then most likely, he will form an entrepreneurial intention. According to Tam (2009); Byabashaija and Katono (2011), the result strongly evidenced the students who is exposed to entrepreneurship education, their entrepreneurial attitude and entrepreneurial intention

will change accordingly. This is because entrepreneurship education can help to build confidence and promote self-efficacy of students.

Subjective Norm

Subjective norm also known as social norm refers to the perceived social pressure to perform or not to perform a desired behavior (Ajzen, 1991). Pressure from family, friends and society affect one's behavior to be an entrepreneur.

Subjective norm has been challenged by many researchers, stating the relevancy in predicting entrepreneurial intention. There are some who found that subjective norm is insignificant in predicting entrepreneurial intention (Reitan, 1997; Krueger et al., 2000; Autio et al., 2001; Liñán, 2004; Liñán & Chen, 2009), some who found that subjective norm is significant (Kolvereid, 1996a; Kolvereid & Tkachev, 1999; Kolvereid & Isaksen, 2006; Yordanova & Tarrazon, 2010) and some who completely neglect this variable in measuring entrepreneurial intention (Peterman & Kennedy, 2003; Veciana, Aponte & Urbano, 2005).

However, Kolvereid (1996a) stated that subjective norm has a direct significant relationship with self-employed intention by testing on first-year undergraduate Norwegian business students. Kolvereid replicate his study in 1999 with Tkachev by testing on a sample of Russian university students from different courses and subjective norm found to be positively correlated with self-employed intentions (Kolvereid & Tkachev, 1999). Kolvereid and Isaksen (2006) tested subjective norm on a Norwegian business founders and subjective norm was found to be significantly associated with self-employed intention (Kolvereid & Isaksen, 2006). Yordanova and Tarrazon (2010) found that the more supportive subjective norm on entrepreneurial behavior, the stronger the individual's entrepreneurial intention.

Perceived Behavioral Control

Perceived behavioral control refers to people's perceived ease or difficulty to perform a given behavior. It is assumed to reflect the past experiences of people and anticipated the obstacles (Ajzen, 1991). According to Ajzen (1991), perceived behavioral control and intention accurately reflect the person's actual control in situation. Perceived behavioral control (Ajzen, 1991) is most compatible with the theory of perceived self-efficacy (Bandura, 1977). Bandura (1982) revealed

that perceived self-efficacy concerns with the judgments of how well a person can execute a specific action to deal with certain situations. Liñán, Rodríguez-cohard and Rueda cantuche (2005) suggested intention is a function of perceived self-efficacy, which also means the control over behavior. Thus, „self-efficacy“ and „perceived behavioral control“ are used interchangeably since the concept of perceived behavioral control is closely related to self-efficacy (Chen, Greene & Crick, 1998; Zaidatol Akmaliah Lope Pihie, 2009).

Zaidatol Akmaliah Lope Pihie (2009) found that students who need entrepreneurial exposure have a higher score on perceived behavioral control. This implies that the greater the students expose to entrepreneurial issues, the greater will be their perceived behavioral control. Zaidatol Akmaliah Lope Pihie (2009) further mentioned that those who perceive entrepreneurship need to be taught in University will have a higher score on perceived behavioral control. Wood and Bandura (1989) also claimed that university teaching should focus on providing experience to develop students“ self-efficacy because entrepreneurship education could enhance the knowledge and experience of students, the students“ self-efficacy will become higher and eventually will increase their entrepreneurial intention. This is consistent with the findings of Basu and Virick (2008) where prior exposure to entrepreneurship education has a positive effect on perceived behavioral control. In addition, Basu and Virick (2008) further stated that students who have prior experience in entrepreneurship will have more confidence in their ability and this leads to higher entrepreneurial intention.

Entrepreneurship Education

Entrepreneurship education refers to the scope of curricular lectures or courses that provides students with entrepreneurial competencies, skills and knowledge in pursuing entrepreneurial career (Clouse, 1990; Ekpoh & Edet, 2011; Ooi, Selvarajah & Meyer, 2011).

Scholars have empirically evidenced that entrepreneurship education is an effective means in inspiring students“ intention towards entrepreneurial career, turning into entrepreneurial actions and increasing venturing rate of students (Fayolle & Gailly, 2004; Lee, Chang & Lim, 2005; Matlay, 2008; Izedonmi & Okafor, 2010; Ooi et al., 2011). Matlay (2008) revealed that over ten year“s period under scrutiny with 64 graduates in the research sample, all of the graduates who had undergone entrepreneurship education became entrepreneurs.

Entrepreneurship is confronted with uncertainties as entrepreneurs always try new things and set challenging goals for themselves. Inadequate business knowledge will lead to risk-averse behavior and reduce entrepreneurial propensity (Wang & Wong, 2004; Zhou, Tao, Zhong & Wang, 2012). Throughout adequate business knowledge acquired from entrepreneurship education, the interest of students towards entrepreneurial career would increase (Gelard & Saleh, 2010), because it has prepared potential entrepreneurs in dealing complex decision makings (Izquierdo & Buelens, 2008) and minimizes the perceptions of barriers and risk of entrepreneurship (human capital, financial capital, discovering of opportunity, material acquisition and technology adaptation), help them to start enterprise better as they know the entrepreneurial process and have foundation regarding business management knowledge (Clouse, 1990; Ahmed et al., 2010; Zhou et al., 2012).

Personality Traits

Personality traits have proven to be predictors of many aspects of entrepreneurship. (Shaver & Scott, 1991). Personality traits, known as trait theory, it refers to personal characteristics of entrepreneurs. Personality traits have been divided into few categories:

❖ Need for achievement (McClelland, 1961).

According to Sagie and Elizur (1999), McClelland's need for achievement theory highlighted that need for achievement is one of the strongest psychological factors influencing entrepreneurial behavior. Individuals with high need for achievement have a strong desire to be successful and they are more likely to be an entrepreneur. McClelland (1961) suggested that individuals who possess a strong need for achievement are more likely to solve problems by themselves, set challenge goal, and strive to achieve it by their own efforts. Individuals with high need for achievement will contribute more in entrepreneurial activity (Tong, Tong & Loy, 2011). They are able to perform better in challenging tasks and discover innovative ways to enhance their performance (Littunen, 2000). From the result of Tong et al. (2011), need for achievement is the strongest predictor of entrepreneurial intention.

❖ **Locus of control (Rotter, 1990).**

Locus of control (Rotter, 1990) is a psychological characteristic that is related to the ability of individuals to control the events in life. Individuals who are internal locus of control believe that they are able to control life's events while individuals who are external locus of control believe that life's events are the result of external factors, such as chance, luck or fate (Hay, Kash & Carpenter, 1990; Millet, 2005). Those individuals with a higher internal locus of control are deemed to be self-employed (Bönte & Jarosch, 2011) and have high motivation to improve the efficiency of work (Göksel & Aydintan, 2011). They have the ability to control the environment through their action and they are willing to take risks (Mueller & Thomas, 2000). Gürol and Atsan (2006); Khan et al. (2011) found that with internal locus of control, the students will perform good attitude against entrepreneurial intention and high possibility to become an entrepreneur. Hence, it can be concluded that the higher the internal locus of control of undergraduates, the higher the entrepreneurial intention.

❖ **Risk-taking (Nishantha, 2009).**

Risk-taking propensity refers to individual's orientation of making decision in uncertain contexts (Nishantha, 2009). According to Cantillion (1775), the main factor in differentiating the entrepreneurs from employed workers was the uncertainty and risk taken by the former. It is believed that entrepreneurs prefer to take moderate risks. Carland III, Carland Jr, Carland and Pearce (1995) stressed that entrepreneurs with high education possess higher risk propensity and tolerance for uncertainty than non-entrepreneurs. Simon, Houghton and Gurney (1999) suggest that entrepreneurs tend to choose high-risk opportunities to exploit due to cognitive biases, whereby they cannot recognize the risks engaged in a given entrepreneurial activity. Dohse and Walter (2010); Lüthje and Franke (2004); Taramisi Sama-Ae (2009); Zali, Ebrahim, and Schøtt (n.d.) proposed that risk-taking propensity is significantly and positively affect entrepreneurial intention. However, in the study of Altinay, Madanoglu, Daniele and Lashley (2012) found that risk taking propensity is not significant toward entrepreneurial intention is due to effect of family background.

As a conclusion, person with high level need for achievement, greater internal locus of control and high willingness to take risk will lead to more intention to become entrepreneur. Therefore, personality trait is an important determinant to entrepreneurship intention (Costa & McCrae, 1984; Singh & DeNoble, 2003; Zain et al., 2010).

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