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Topic: To create a model measuring factors influencing entrepreneurial intensity for students pursuing professional education

Abstract:

Entrepreneurship is a dynamic process of vision, change and creation – education provides energy and passion towards creation and implementation of new ideas on a continual basis. Entrepreneurship acts as a positive force in economic growth by serving as the bridge between innovation and market place. It creates new jobs and also increases national income. Entrepreneurship in higher education will make students learn how to build, promote, and manage their own businesses. They also learn how to apply their creativity and energy to make existing businesses more productive. Morris and Kuratko define Entrepreneurial Intensity as a function of the degree and frequency of Entrepreneurship. The degree of entrepreneurship consists of three key dimension-

- **Innovativeness:** refers to the creation of new products, services and technologies.
- **Risk taking:** involves the willingness to commit significant resources to opportunities which have an uncertain outcome and return on the investment
- **Proactiveness:** reflects orientation to pursue enhanced competitiveness and includes initiative, competitive aggressiveness and boldness.
- Frequency refers to the number of times entrepreneurially act is repeated. Other factors that also play a role in influencing the level of entrepreneurship in individuals are **social capital** and **affective states of learning**. (Selected from Literature Review).

These factors were then tested in Indian Context to create a measurement model of Entrepreneurial Intensity in Indian Context.

Objectives of the study:

1. To develop a model of Entrepreneurial Intensity (EI)
2. To understand the level of EI with respect to **gender**
3. To understand the level of EI with respect to stream of **courses**
4. To understand the level of EI with respect to educational **institutes**
5. To understand the level of EI with respect to Entrepreneurship Development cell (**EDC**)

6. To understand the level of EI with respect to government **policies**
7. To understand the level of EI with respect to **Locus of Control** of students.
8. To understand the level of EI with respect to **personality** of students
9. To understand the level of EI with respect to **family** background of students.

Development of the Entrepreneurial Intensity Model

To develop the entrepreneurial intensity model a three point likert scale was developed with 130 items measuring

- Innovativeness (20 items)
- Risk Taking (20 items)
- Proactiveness (20 items)
- Frequency of entrepreneurial activities (20 items)
- Social Capital (25 items)and
- Affective state of learning (25 items).

The scale was then administered on 200 entrepreneurs and all the individual constructs were validated using LISREL 9.1. Finally **Entrepreneurial Intensity** was described using 64. (130 statements were reduced to 64 after using lisrel)

13 questions- Innovativeness

15 questions- Proactiveness

10 questions- Risk taking

14 questions- Frequency of entrepreneurial activities

12 questions- Affective states in learning