

SS INTERNATIONAL RESEARCH NETWORK

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**SS INTERNATIONAL JOURNAL OF ECONOMICS AND
MANAGEMENT**

(Internationally Indexed, Listed & Referred E-Journal)

**The Relationship of Demographics on Entrepreneurial Orientation-A Study
among University Students**

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Abstract

Entrepreneurship is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or aggrandize profit by production or distribution of economic goods and services. A country can achieve sustainable economic development through promoting entrepreneurship. Entrepreneurial orientation is the process, practice and decision making activity that lead to a new entity. There is a growing popularity in academics and industry about entrepreneurship and entrepreneurial orientation. Even though our country introduced many measures to promote entrepreneurship such as start-up mission, stand up mission, students entering into this field is limited. There is a paucity of studies in this part of the region about students' entrepreneurial orientation and demographics. In this backdrop present study has been conducted to find out the relationship between entrepreneurial orientation and the various demographics of professional college students. Data was collected from 1499 students pursuing various professional courses in the State of Kerala. The tool used for data collection was a structured standardized self-rating questionnaire (Entrepreneurial Orientation Questionnaire) developed by the Entrepreneurship Development Institute (EDI), Ahmadabad. Results reveal that the level of entrepreneurial orientation is average among the students pursuing professional courses in Kerala. It also found that there is no significant difference in EO with respect to various demographic variables like Gender, Age, Being the only child in the family, and the Family entrepreneurial background. The study makes an important contribution to the field of entrepreneurship. Any individual irrespective of age, gender, family background can become an entrepreneur. The onus on academic institutions and government is to nurture the entrepreneurial spirit among students and to provide a conducive entrepreneurial environment.

Keywords: *Entrepreneurial orientation, Entrepreneurship, Demographics, Initiative, Persuasion*
