

IMPACT OF ENTREPRENEURIAL SKILLS AND FAMILY OCCUPATION ON ENTREPRENEURIAL INTENTIONS

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ABSTRACT: *This study is based on Ajzen's theory of planned behavior; it is an attempt to identify the role of entrepreneurial skills on the individuals' intention to choose self-employment, instead of looking for an organizational employment. Theory of planned behavior has remained often braced in the pitch of entrepreneurship. Though, very petite is yet to known about the role of personal entrepreneurial skills and entrepreneurial intention. Aim of this study is to get an insight of the existence and reach of the effects of entrepreneurial skills on the entrepreneurial intentions. To explore in the deep avenues of entrepreneurial intention an empirical analysis is conducted on a sample of 205 fresh graduates. Researcher used the structural equation modelling to test the hypothesis of this study. Findings of the study generally confirmed previous studies, since Entrepreneurial skills play a substantial role in entrepreneurial intention. Further implication may be devised in several more areas, especially for entrepreneurial education.*

Keywords: Entrepreneurial Skills, Occupational Skills, Entrepreneurial Intention, Entrepreneurship, Entrepreneurship Intention model, Entrepreneurial Development, Theory of Planned Behavior

INTRODUCTION

Entrepreneurial intention is a result of cognitive process. Several studies have been frequently applied theory of planned behavior [1] to explain the decision making process, which leads to creation of a new business. Particularly, authors such as Krueger [2, 3], Kolvereid [4–6], Fayolle [7, 8] and Liñán [9-11] used theory of planned behavior for analyzing the entrepreneurial intentions and entrepreneurial decision making. Somewhat these studies agree that intention to choose self-employment depends on characters' personal attitude, perceived behavioural control towards entrepreneurship, and the effect of perceived social norms towards entrepreneurship. Despite this, there is still much to be explored regarding the way in which entrepreneurial intention is formed. Authors such as [11,12] argue that personal beliefs and social values effect the motivational drive towards becoming an entrepreneur. Hence if the social environment is more supportive towards entrepreneurial activity, it is plausible that an individual will be more inclined towards choosing self-employment as a career option. Similarly to the external environment, personal attributes of an individual may also effect entrepreneurial intention [13]. There is high probability of strong connection between Entrepreneurial skills and perceived behavioural control. Hence, individuals having a strong grip of a specific Entrepreneurial skill will more probably feel that they can start their own business, instead of working for some other organization. Other than this, it can also be argued that a strong grip on Entrepreneurial skills would also be associated to a higher attitude towards entrepreneurship. This study is aimed to explore the effect of perceived Entrepreneurial skills on the entrepreneurial intention. Referring back to the literature, it is expected that Entrepreneurial skills will have high effect on perceived behavioural control towards entrepreneurship and personal attitude towards entrepreneurship. Measurement of relation between Entrepreneurial skills and entrepreneurial intention

as cognitive construct is somehow very challenging. Literature review reveals different scales and variables used by different researchers such as [11, 14]. For this study, data is collected from 205 fresh graduates. All participants are in the last phase of their Entrepreneurial training. It is now especially important point for all participants, as they all are at point to make a decision for choosing their career path of self-employment vs. organizational employment. It is expected that findings of this study will help to explore deep in this area. Findings of this study will be of interest for those involved in promoting entrepreneurship and entrepreneurship education. It can be predicted that Entrepreneurial skills will have note able effect on entrepreneurial intention. It is expected that findings of this study will help more individuals who have decided to choose self-employment as their career path, they should develop some Entrepreneurial skills before going to that entrepreneurial field. For the ease of readers, this paper is organization in following sequence. Succeeding to this part of introduction, next portion will describe the conceptual framework and hypothesis for this study. Third part explains the methodology used for testing the hypothesis. Next portion presents the findings and results of the empirical analysis. And in the end there is conclusion and brief discussion of the results.

THEORY AND HYPOTHESIS

Personal intention is considered a main key element in decision making for a career choice [15]. In this regard previous entrepreneurial research has been conducted on two main different contexts: Influence of social factors; and result of personal traits of an individual [16]. For both of these approaches, some theoretical models explain the phenomenon of cognitive intentions such as: Entrepreneurial Event Model [17] and the Theory of Planned Behavior [1]. Both of these models have been widely adopted by researchers; such as [18–24] to analyze the role of