

Personality Dimensions Towards Entrepreneurship Enculturation Among Graduates in Malaysia

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Abstract

“Self-Employment” as an entrepreneur is a career that must be given attention as an alternative for graduates besides those employed in facing the volatile limited job market and high retrenchment rate. Therefore, responsible parties such as the Malaysia’s Ministry of Education (MoE) plays an important role in enculturating entrepreneurship among students in higher education institutions and graduates as a career choice upon completion of study. Hence, this study investigates competency level of entrepreneurship enculturation among graduates in Malaysia specifically those who are selfemployed. The study utilises secondary data collected from Graduate Tracer Study from the year 2007 until 2009 which involves 3062 samples whom are graduates from the public and private higher education institutions in Malaysia and analysed using the Factor Analysis method. The results obtained from this study indicates that character (maturity, personal identity, independent, selfconfidence, knowledge and problem solving ability as well as decision making) and soft skill (problem solving ability, critical and creative thinking, analytical, positive values and communication skills) are two primary personality dimensions in enculturating entrepreneurship for a graduate.

Keywords: entrepreneurship, personality dimensions, character, soft skill, graduate, entrepreneurship development.

Introduction

Entrepreneurship Enculturation is a continuous long term process to attract interest of all members to society to be involved in business and begin by involving students from primary and secondary school and education institution. The education system plays an important role in flourishing and enculturating values of entrepreneurship especially fresh graduates to not be inclined towards employment but consider employment as the final choice upon graduation.