

**“THE IMPACT OF GENDER ON THE ENTREPRENEURIAL  
INTENTION OF MANAGEMENT STUDENTS IN NAGPUR  
UNIVERSITY MANAGEMENT COLLEGES”**

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**Abstract**

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Entrepreneurship is now not limited to the entrepreneurs only but the wealth generated by the entrepreneurs help to grow economy. So more the number of entrepreneurs more the wealth they generate and lastly helps the economy to grow even faster. But for someone to become an entrepreneur one must have that entrepreneurial intention. It is an entrepreneurial intention that motivates someone to do entrepreneurial activity and open a business. Entrepreneurial intention can be influenced by many factors. One of the factors is gender of the entrepreneur. The main focus of this research is to find out whether gender affects the entrepreneurial intention of the management students or not? Do males and females have same entrepreneurial intention or different? The statements are verified using questionnaire based on the sample size of 300 management students from Nagpur University Colleges. The results show that there is a significant relationship between gender and entrepreneurial intention amongst the management students. Male and female students' entrepreneurial intention are affected by the same factors. Males have higher attitude toward behaviour than females. Furthermore females have higher perceived behavioural control than males. It demonstrate that now females are taking interest in entrepreneurship as a career.

**Keywords:** entrepreneurial intention, gender, management, students, theory of planned behavior.

## 1. Introduction

Most of the studies in entrepreneurial intention are limited to few issues only, one of which is the role of gender in entrepreneurship, how entrepreneurial intention can influence the gender in starting a business (Armitage and Conner, 2001; Pruett, Shinnar, Toney, Llopis and Fox, 2009). The authors who are supporting the contradictory one, are comparatively few of the researchers arguing that, due to operational issues and lack of theory, as well as multitude of other factors, such as the inadequate scope of the research publication, the impact of gender on entrepreneurial intention has not been systematically examined and still it requires additional research before drawing final conclusions (Shook and Bratianu, 2010; Kourilsky and Walstad, 1998; Shay and Terjesen, 2005; Kobeissi, 2010).

In spite of whatever research that have been taken place, the research finding clearly mentions that the male entrepreneurs are more than female entrepreneurs. Males are far ahead than females in opening a new business, according to the GEM report of 2007 (Allen, Elan, Langowitz and Dean, 2008). Though women are coming up with their confidence and ideas to open a new business, however they are far behind the men in the richest countries (Shinnar, Giacomin and Janssen, 2012; Allen et al., 2008). This situation compels to ask a question about what so far have been done by the entrepreneurship development institutes for upgrading the situation and what future steps will be taken by different entrepreneurship development institutes to promote entrepreneurship amongst women and to help them out in overcoming the barriers. Definitely promoting women entrepreneurship will help to fill a gender gap in entrepreneurship and will generate more jobs and wealth and will contribute to the economy of the country.

Women have made an excellent growth in the field of entrepreneurship and new business opening in last three decades (Kickul et al., 2008); subsequently the area of female entrepreneurship and its social and economic impact are of increasing interest. Alongside, authors have taken interest in doing research in women entrepreneurship since the late 1990s (Arenius and Kovalainen, 2006, Ettl. and Welter, 2010, Greer and Greene, 2003, Langowitz and Minniti, 2007). Though the number of female who are doing entrepreneurship have been grown significantly in recent years in developing and developed countries, the research studies still demonstrate that the number of businesses owned by the female entrepreneurs are pointedly less

than the male entrepreneurs, and the growth of males becoming entrepreneurs are twice than the females (Acs et al., 2005, Gupta et al., 2014). The Global Entrepreneurship Monitor (GEM) has inspected the activity of entrepreneurship in more than 60 nations and the findings show that males are more than females in opening or running a business (Kwong et al., 2009, Langowitz and Minniti, 2007, Minniti et al., 2005).

In an effort to find out the primary reasons for differences in gender for entrepreneurship, some authors such as Reynolds et al. (2001), Langowitz and Minniti (2007) and Almeida-Couto and Borges-Tiago (2009) have concentrated on the clusters of factors that have been previously considered as bases for making an individual decision of opening a new venture: the factors are such as demographic factors, social factors (age, gender, education, employment, family, religion) Entrepreneurship is called as the engine of the economy of any country. In a country there are number of small and medium size firms, which are contributing to the economy of the country. They are useful for creating jobs, generating wealth and provide benefits to the people and economic system. So more the number of small and medium size firms in a country the better the economy will be! Researchers suggest that opening a new business is related to the entrepreneurial intention of the individual. If the entrepreneurial intention of the individual will be very high, the chances of opening a business in near future will be very high. Literature suggests that there are number of cases where there is a relation between the entrepreneurial intention and the gender of an entrepreneur. But some of the researches have demonstrated that there are no noteworthy relation between the two.

The goal of the research is to find out the influences of gender on the entrepreneurial intention of management College students. Is there any relation exist between these two or not. It also finds out which antecedents of Ajzen's Theory of Planned Behaviour (subjective norms, behavioural attitude and perceived control) decide women's and men's entrepreneurial intention. It also demonstrates is there any differences between them or not.

## 2. Literature Review

Women entrepreneurship has been accepted as the way of generating wealth, job and economic development (Verheul et al., 2006). Although more women are taking part in entrepreneurship

but still there number is less than men (Arenius&Minniti, 2005; Malach Pines et al., 2010; Koellinger et al., 2013; Hundt& Sternberg, 2014; Sarfaraz et al., 2014). Women as an entrepreneur is generating employment that is helping in the development of socio economic, competency, gender equality and throughput. Women entrepreneurs are good for the society as they are generating opportunities for the other women in productive work. One of the main features emerging in the literature is the individual's interest in opening a news business (Blanchflower& Oswald, 1998). It is not much known about the gender, employment and entrepreneurship relationship, but financial resources are not easily available to the women (Verheul&Thurik, 2001) and women are not good to explore full social network (Brush et al., 2006). Few of the studies have shown that because of lack of female entrepreneurial model, women lack entrepreneurship. Dunn & Holtz-Eakin (1995) and Delmar & Holmquist (2004) they have found that the impact of entrepreneurial role models was related to the gender. It is known that even if women know much about entrepreneurship but still they are recognized less entrepreneurial than men.

Entrepreneurial Intention is a concept that has been using in the literature for many years. It was first used by the author B. Bird. He explained it in a way that entrepreneurial intention motivates someone to put his energy to open his own business and become self-employment rather than working under someone's supervision and getting monthly salary. If someone's entrepreneurial intention is very high then the person at the initial stage only will have high success rate of opening a new business [Bird 1988, pp. 442–453].

In the other definition entrepreneurial intention consists of a real high intrinsic motivation, a state of mind that is directed for doing activities [Ajzen 1991]. Under such situation, when they have high motivation then their attitude directs them for taking entrepreneurial activities for their business. Krueger explained about entrepreneurial intention as an obligation to open a new business. Here it shows the intent and honesty of an entrepreneur to start a new business in the future [Krueger 1993 pp. 5–23]. In another definition authors F. Linan and J.C. Rodriguez came up with the new way of defining entrepreneurial intention as putting efforts and energy for opening a new business in an entrepreneurially way [Linan and Rodriguez 2004, pp. 23–27]. Author E.R. Thomson in 2009 described entrepreneurial intention as a self-committed persuasion

by a person that they have a high desire to open a new business, and seriously designing a plan to establish a company in near future [Thomson 2009, pp. 676]. Whatever may be the way to define entrepreneurial intention but it is the most important initial stage of exploring, utilising and generating opportunities in the domain of entrepreneurship [Gartner et al. 1994, pp. 5–9].

In European context, Leroy, Maes, Sels, Debrulle and Meuleman (2009) have done a research on entrepreneurial intention among Belgian undergraduates. They recommended the crucial differences in the factors of the gender that form the entrepreneurial intentions. There are different factors for the entrepreneurial intentions of the women and men. Men take entrepreneurship in a way of creativity, earning finance and getting ahead of others. But women take entrepreneurship in way of getting structured and see personal competency and knowledge as an important factors in becoming an entrepreneur. Additionally women are under more social pressure than men. Further they have advised that there could also be different factors that motivate men and women entrepreneurial activity. As women consider entrepreneurship as a way of getting structured but the other factors such as family disturbance, dependency on males and personal abilities are the factors that should also be evaluated as performance indicators. This promotes important points to be taken into consideration while developing entrepreneurial intention. So while developing entrepreneurial intention of men and women, different factors need to be consider for both of them.

Traditionally societies were not accepting females as an entrepreneur. Because of social reasons female did not get that chance, the chance males have got for proving themselves. As a result of that female entrepreneurship must be given a chance because being a feminine and being an entrepreneur is two different things [Bruni, Gherardi and Poggio 2004]. Despite facing hurdles and less opportunities women have been taking efforts to act entrepreneurially for many years. Nowadays the number of women entrepreneurs have been increased, though not up to much extent. One third of all people involved in entrepreneurship are women [Minniti, Allen and Lan-gowitz 2005]. Their businesses are not limited to house activities only; they have now crossed the doors of their houses and becoming successful entrepreneurs in other areas which they did not explore earlier. They are now confident enough to handle any of the big venture and becoming owners and managers of the big companies.

Women around the world are running their business successfully and contributing their ideas and innovation in the progress of entrepreneurship. On the line of men they are also generating employment and contributing in the growth of economy [Ugwu and Ugwu 2012]. The reason that women are taking interest in entrepreneurship is because of discrimination and bad experience in the job that they have done and the other factor is not giving them any chance or promotion in an organization [Buttner and Moore 1997]. It is really a bad situation that women are discriminated in the society. Banks and partners do not have much trust on them. They are not treated in the same way the men are treated. It is also the reason that study of women entrepreneurs are important in the domain of entrepreneurship [Lewis 2006].

What could be the possible reasons that males have high entrepreneurial intention than females? The reasons are such as the attitude of society towards females as an entrepreneur. On number of occasion it has been demonstrated that people would like to do that occupation which suits to their gender and they would like to keep themselves away with the occupation that is best suited to the opposite gender [Heilman 1983]. Moreover enough researches have been done that showed that societies' attitude towards gender affects the motivation of males and females for getting into entrepreneurship as a career [Gupta et al. 2005]. The other reasons are attached with motivation. Most of the time males establish their business as a consequences of a force that motivates them to develop their positions. In case of entrepreneurship males would like to enclose the situation of independency, full control, decision making and handsome salary over their own work, unlike females who are motivated by a force of achieving something what she needs? Females will be working under a situation where their needs will be satisfied. Mostly females will not be working in a place where there is no promotion, no value, discrimination by boss, no participation in decision making and unsafe environment. Under such situation she will be more interested in opening her own business [Buttner and Moore 1997, p. 35]. However scientific research have been done that demonstrate that it's not sex but rather the level of alleged manhood is the basis of the degree of entrepreneurial intention. So as per the above situation if females are showing more masculine features they will be recognized as having more entrepreneurial intention than females who lack such masculine features [Zwan, Verheul and Thurik 2012, p. 629].

The Ajzen Theory of Planned Behaviour proposes that the behaviour can be predicted if prior information about the intention of that behaviour is known. The intention is a function of three antecedents, which are: attitudes toward behaviour, subjective norms and perceived behavioural control. Attitudes toward behaviour demonstrate the awareness of an individual about the consequences of behaviour and the alleged view on it. The more the entrepreneurial intention of the person, the more will be the chances of opening a new business in the future. The second one is the subjective norms. They arise from the views and thoughts from one's close surrounding (friends, colleagues, relatives, family, and neighbours) about his or her activities and influences. If someone is fascinated by the views of the reference group it can directly affect his/her entrepreneurial decisions. The last antecedent of entrepreneurial intention is perceived behavioural control. It states someone's trust about his skills, competences and availability of resources to develop himself as an entrepreneur. The more the belief someone has about his competences and skills the more the chances that the person will open a business in near future [Ajzen 1991]. These three factors are crucial for the development of the entrepreneurial intention; however the significance of three factors keep on changing according to the situation.

### **3. Research Method**

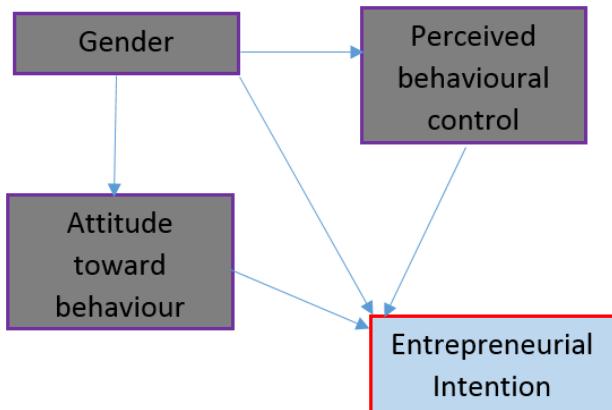
#### **Objectives**

- To examine the role, gender plays in the formation of Entrepreneurial Intention.
- To study about the differences between the entrepreneurial intentions of male and female students of management College.
- To study about attitude toward behaviour and perceived behavioural control of male and female students of management College.

#### **Research Model**

The research model of the study is as follows in figure 1:

#### ***Figure 1. Research Model***



### **Hypothesis**

The hypotheses of the study are as follows:

#### **Hypothesis I**

There is no relation between Gender and entrepreneurial intention of the management College students.

#### **Hypothesis II**

There are different factors that influence entrepreneurial intention of male and female students of Management College.

#### **Hypothesis III**

Management College male students have higher level of attitude toward behaviour than management College female students.

#### **Hypothesis IV**

Management College male students have higher level of perceived behavioural control than management College female students.

### **Research Methodology**

#### *Type of Research*

- Research type is exploratory research.

### ***Method of Data Collection***

#### *Primary data*

- Structured Questionnaire method.
- In-depth Interview method.

#### *Secondary data*

- Journals, Magazines.

### ***Sample Design***

#### *Geographical area/ Universe:*

Nagpur University located in Nagpur city (Maharashtra state) is considered.

#### *Sampling Unit:*

The units are management students studying in Nagpur University Management College.

#### *Dependent Factor:*

Entrepreneurial Intention

#### *Independent Factor:*

Gender

Males: 150

Females: 150

### ***Sampling Method***

For this research probability sampling is used.

The design of the sample is as follows:

- Type of the probability sampling: - Simple Random Sampling.
- Sample Size: - 300 students from Management College.

### ***Tools Used***

- Factor analysis is done for finding out the factors. Regression analysis is done where entrepreneurial intention is the dependent variable while the independent variables are subjective norms, entrepreneurial attitude, perceived behavioural control, one's responsibility; faith in society, entrepreneurial family background and gender.

#### 4. Data Analysis and Interpretation

Questionnaire were used to conduct research. It contains 40 questions, using Likert scale. Different questions were designed according to different topic into a numerous group. Responses were taken from the research group for different statements.

The Sum variables were interpreted using factor analysis (generalized least squares, Varimax with Kaiser Normalization). Four factors were found out, those were entrepreneurial intention, attitude towards behaviour, subjective norms, and perceived behavioural control. Lists of variables are presented at the end of the paper. Cronbach's alpha were calculated as shown in the Table1.

**Table 1. Variables from Factor Analysis**

Variables	Group	Number of respondents	Items	Mean	Standard deviation	Cronbach's alpha
Entrepreneurial intention	men	150	4	3.31	0.99	0.799
	women	150	4	2.92	0.89	0.862
Attitude toward behaviour	men	150	4	2.82	0.79	0.811
	women	150	4	2.51	0.69	0.699
Subjective norms	men	150	5	2.99	0.88	0.798
	women	150	5	2.43	0.98	0.823
Perceived behavioural control	men	150	7	3.99	0.78	0.899
	women	150	7	3.81	1.01	0.898

Source: By researcher.

**Table 2. Regression Analysis. Dependent Variable: Entrepreneurial Intention (R Square = 47%)**

Specification	B	Standard deviation	Beta (standardized)	t-value	Significance
(Constant)	0.401	0.200		2.233	0.020

Entrepreneurial attitude	0.389	0.021	0.310	<b>13.208</b>	<b>0.000</b>
Subjective norm	0.435	0.030	0.390	<b>15.499</b>	<b>0.000</b>
Perceived behavioural control	0.531	0.040	0.441	<b>17.320</b>	<b>0.000</b>
Faith in society	-0.040	0.030	-0.036	-1.328	0.198
One's responsibility	-0.030	0.029	-0.029	-0.962	0.418
Gender	0.239	0.049	0.051	<b>10.320</b>	<b>0.000</b>
Entrepreneurial family background	0.071	0.054	0.030	1.204	0.326

Source: By researcher. Significance level is 1% ( $p < 0.01$ ).

For the verification of the hypothesis regression analysis are applied. For the first hypothesis entrepreneurial intention is the dependent variable while the independent variables are subjective norms, entrepreneurial attitude, perceived behavioural control, one's responsibility, faith in society, entrepreneurial family background and gender (Table 2). In the next analyses the other hypothesis (H2, H3, H4) were examined. Here entrepreneurial intention was the dependent variable and the independent variables were subjective norms, entrepreneurial attitude and perceived behavioural control (Tables 3 and 4). The interpretation of the results is based on a 1% significance level ( $p < 0.01$ ).

**Table 3. Regression Analysis for Male group. Dependent Variable: Entrepreneurial Intention (R Square = 46.1%)**

Specification	B	Standard deviation	Beta (standardized)	t-value	Significance
(Constant)	0.501	0.211		2.210	0.030
Attitude toward behaviour	0.448	0.035	<b>0.420</b>	<b>8.523</b>	<b>0.000</b>
Subjective norms	0.444	0.036	<b>0.417</b>	<b>10.700</b>	<b>0.000</b>
Perceived behavioural control	0.499	0.041	<b>0.426</b>	<b>9.213</b>	<b>0.000</b>

Source: By researcher. Significance level is 1% ( $p < 0.01$ ).

**Table 4. Regression Analysis for Female Group. Dependent Variable: Entrepreneurial Intention(R Square = 52.3%)**

Specification	B	Standard deviation	Beta (standardized)	t-value	Significance
(Constant)	.162	.182		.800	.422
Attitude toward behaviour	.422	.034	.405	<b>11.642</b>	<b>.000</b>
Subjective norms	.400	.031	.383	<b>10.833</b>	<b>.000</b>
Perceived behavioural control	.550	.037	.481	<b>13.572</b>	<b>.000</b>

Source: By researcher. Significance level is 1% ( $p < 0.01$ ).

From Table 2, it can be seen that regression analysis is done to verify all the hypotheses.

### Hypothesis I

From table 2 it can be observed that there is a significant relation between entrepreneurial intention and gender. Table 2 also shows that the other factors such as attitude toward behaviour, subjective norms and perceived behavioral control have a significant relation with entrepreneurial intention. These three factors have also defined entrepreneurial intention very well. As a result of that we reject H1 hypothesis. That means there is a significant relation between entrepreneurial intention and gender.

### Hypothesis II

From table 3&4 it can be observed that for both males and females, same factors affect their entrepreneurial intention such as attitude toward behaviour, perceived behavioural control and subjective norms. For both males and females the perceived behavioural control influence is greater than the subjective norms and attitude toward behaviour. So we reject H2 hypothesis.

That means, “There are same factors that influence entrepreneurial intention for male and female students in a management College.”

### Hypothesis III

From table 3&4, after applying regression analysis it shows that the attitude toward behaviour of males is higher than the females. The beta standardized value of males is greater than the

females, i.e. the attitude toward behaviour has higher influence on the entrepreneurial intention of males than females. So our H3 hypothesis is validated. That means, Management College male students have higher level of attitude toward behaviour than management College female students.

#### **Hypothesis IV**

From table 3&4, after applying regression analysis it can be seen that the perceived behavioural control of females is higher than the males. The beta standardized value of female (0.481) is greater than the males (0.426), i.e. the perceived behavioural control have higher influence on the entrepreneurial intention of females than males. So we reject H4 hypothesis. That means, Management College female students have higher level of perceived behavioural control than management College male students.

#### **5. Finding and Conclusion**

The main goal of the research paper was to find out the impact of gender on entrepreneurial intention of the male and female management students of Nagpur University. After doing a regression analysis on the above factors, it is found that the influence of gender on the entrepreneurial intention of male and female students is same. Both males and females are affected by the attitude toward behaviour, subjective norms and perceived behavioural control. That means there is a significant relation between entrepreneurial intention and gender. Furthermore, Management College female students have higher level of perceived behavioural control than management College male students.

The results also tell about the attitude of women to entrepreneurship in coming years. Nowadays it can be seen that women are opening their own business with courage, confidence and taking risk. They are also generating the employment and wealth for the growth of economy. They have developed an attitude of opening a business could be better option than doing a job in hard situation. They consider entrepreneurship as an opportunity where they can make their ideas a real one and without working under someone's supervision. Attitude toward behaviour affects the entrepreneurial intention of management college students. But still the Management College

male students have higher level of attitude toward behaviour than management College female students. So proper research has to be done in enhancing the female attitude towards behaviour.

The research findings here can be taken into consideration for more detailed research in some other regions and management colleges to find out how entrepreneurial intention is arising there amongst students. It can also form the basis of other research to find out other factor than the factors given in the research that affects the entrepreneurial intention of the students. It will help us to enhance our understanding of factors affecting entrepreneurial intention.

## **Appendix 1**

### **Entrepreneurial intention:**

- I want to become an entrepreneur than employee in a company.
- My goal is to develop myself as an entrepreneur in the future.
- I am going to earn as an entrepreneur for my living.
- Entrepreneurship is an attractive career for me.

### **Entrepreneurial attitude:**

- Entrepreneurs are good people.
- Entrepreneurs are innovative, hardworking and risk takers.
- Entrepreneurs' business upgrade the standard of society.
- Entrepreneurs are good for the progress of economy.

### **Subjective norms:**

- My surroundings motivates me towards entrepreneurship.
- In my field entrepreneurship is a respected career choice.
- My parents motivates me for entrepreneurship.
- My friends would appreciate me as an entrepreneur.
- In my nearbysurroundings entrepreneurship is an attractive career option.

### **Perceived behavioral control:**

- I believe that I am able to work as an entrepreneur.

- I trust I could be able to get all expertise in entrepreneurship.
- I believe I would be able to manage the problems in establishing a business.
- I have a faith of working as a manager of small enterprise.
- I have a confidence that I could do well as an entrepreneur.
- I believe I could survive as an entrepreneur.
- Becoming a successful entrepreneur is not too hard for me.

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