

## ENTREPRENEURIAL ATTITUDES AMONG UNDERGRADUATE STUDENTS: A CASE STUDY OF KANNUR UNIVERSITY

**\*Rinu Raju, \*\* Dr. Samna M**

### Abstract

This study examines the entrepreneurial attitudes of 200 undergraduate students at Kannur University, concentrating on their intentions, influencing factors, and the role of university support programs. Findings designate that 55 per cent of students have well-built entrepreneurial intentions, driven by high self-efficacy (70 per cent) and risk-taking willingness (65 per cent). However, barriers like limited funding (50 per cent) and fear of failure (45 per cent) hinder progress. University programs crucially boost confidence, with 75 per cent reporting increased self-assurance and 80 per cent acknowledging enhanced entrepreneurial intentions. Qualitative insights highlight the need for more practical support, such as mentorship and hands-on learning, to prepare students for real-world challenges. Recommendations include expanding funding opportunities, introducing structured mentorship programs, and integrating experiential learning into the curriculum. These measures aim to reduce obstacles and cultivate a strong entrepreneurial ecosystem. The study provides valuable insights for policymakers and educators seeking to nurture future entrepreneurs.

**Keywords:-** Entrepreneurial Attitudes, Self-Efficacy, Risk Taking, University Support, Entrepreneurship Education.

It has come to a point that entrepreneurship has become an essential driving force of economic growth, innovation, and job creation globally. For students, their university years are often a crucial time for cultivating entrepreneurial attitudes, as

they provide the academic, social, and experiential learning environment to explore and redefine business ideas

Given the increasing importance of entrepreneurship in modern economies, universities play a significant role in upgrading students' entrepreneurial

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*\*Rinu Raju, Assistant Professor, Department of Commerce, St. Pius X College, Rajapuram. Part Time Research Scholar, IQBAL College, Peringammala. E-mail: rinuraju1993@stpius.ac.in*

*\*\*Dr. Samna M, Assistant Professor and Research Guide, P.G. Department of Commerce and Research Centre, IQBAL College, Peringammala. E-mail: samnasm@gmail.com*

mindsets, skills, and dreams. Within this context, scrutinising entrepreneurial attitudes among undergraduate students turns out be vital, as it sheds light on their perceptions, motivations, and potential barriers in following entrepreneurial ventures.

In India, the significance of fostering the value of entrepreneurship among students, aligning with the nation's broader economic goals is increasingly recognized by the country's higher education institutions today. Kannur University, a prominent institution in Kerala, provides an interesting platform for experimenting with entrepreneurial attitudes due to its diverse student body and importance on skill development. Although students across disciplines are confronted with very many challenges in giving life to their own businesses, they also come across novel opportunities bridged to local industry needs and social dynamics. Kannur University has undertaken initiatives targeted at enhancing an entrepreneurial culture, including entrepreneurship development programs, seminars, and workshops. These efforts help to enhance students' confidence, innovation skills, and even their ability to take calculated risks.

This case study seeks to examine and analyse entrepreneurial attitudes among undergraduate students under Kannur University, concentrating on their awareness, ambitions, and the factors that shape their perspectives on entrepreneurship. By studying students' views on entrepreneurship, this paper seeks to understand how educational interventions, familial support, peer influence, and personal aspirations impact

their entrepreneurial intentions. Furthermore, it evaluates the hurdles and motivations that students experience in considering entrepreneurial channels and assesses how their attitudes incline with India's broader need in expanding entrepreneurship to be a catalyst for economic development. Eventually, this research could serve as a pivotal reference for institutions, academicians and policymakers aiding in the upliftment of targeted programs to develop entrepreneurial mindsets and calibre in students, fostering an ecosystem where future entrepreneurs can thrive.

### Literature Review

1. The literature review examines key factors influencing entrepreneurial intentions among university students, with a particular focus on India. Studies highlight that entrepreneurial intentions are shaped by self-efficacy, risk attitudes, and resource accessibility (Krueger et al., 2000), with tools like the Entrepreneurial Intention Questionnaire (EIQ) (Liñán & Chen, 2009) helping assess these intentions.
2. Universities play a crucial role in fostering entrepreneurship through curriculum, mentorship, and incubation programs (Etzkowitz, 2003). Institutions such as Stanford and MIT serve as models, while Indian universities are gradually adopting similar approaches (Mohan & Muthuswamy, 2021). Entrepreneurial attitudes - driven by motivations like financial success, independence, and societal impact -

are also critical (GEM, 2020; Hmieleski & Corbett, 2006).

3. Social and cultural influences, including familial expectations and collectivist norms (Hofstede, 2001), impact students' willingness to pursue entrepreneurship, though shifting attitudes are encouraging more risk-taking (Chandrasekaran & Subramanian, 2019). Entrepreneurship education enhances skills like opportunity recognition and risk management, increasing students' entrepreneurial intentions (Fayolle & Gailly, 2008; Pillai & Monica, 2020).
4. Access to funding and financial literacy remain significant barriers, particularly in developing nations (GEM, 2020), despite government initiatives like Startup India (Reddy & Mishra, 2021). Gender disparities persist, with male students more likely to pursue entrepreneurship due to societal norms, though mentorship can help bridge this gap (Singh & Belwal, 2020).
5. Peer networks and mentorship significantly influence entrepreneurial intentions by fostering idea-sharing and confidence (Bandura, 1986; Robinson & Stubberud, 2014). Additionally, psychological traits such as resilience and self-efficacy are linked to entrepreneurial success (Zhao & Seibert, 2006). Finally, government and institutional support, including policies like Make in India and university incubators, enhance students' entrepreneurial confidence (Sharma, 2019; Agrawal & Kumari, 2022).

### Statement of the Problem

In today's energetic economic environment, entrepreneurial development is increasingly acknowledged as a crucial channel for job creation, innovation, and economic growth. Even with the growing emphasis on entrepreneurship in higher education, a significant crack persists in learning the factors that mark entrepreneurial attitudes among university students, particularly in regional institutions like Kannur University. Undergraduate students often carry creative ideas and entrepreneurial potential but face different challenges, such as lack of financial support, limited exposure to entrepreneurial role models, and societal pressures, which can obstruct their pursuit of entrepreneurial dreams. Additionally, while Kannur University has put forward certain initiatives to encourage entrepreneurship, the extent to which these efforts have successfully supported entrepreneurial attitudes and intentions among students remains unclear.

This study tries to examine the entrepreneurial attitudes of undergraduate students at Kannur University and identify the key parameters influencing their outlook on entrepreneurship. By exploring students' influences, perceived challenges, and the role of the university in nursing entrepreneurship, this research seeks to understand how prepared the students under Kannur University are for entrepreneurial endeavours and what additional support they may require. Results from this study will not only inform Kannur University's approach to fostering an entrepreneurial culture but may also offer pivotal suggestions for similar institutions looking to build

entrepreneurship among students in regional and resource-constrained settings.

### Objectives

1. To examine the degree of entrepreneurial attitudes and intentions among undergraduate students at Kannur University.
2. To recognize the essential elements influencing entrepreneurial attitudes among these students, including personal, social, and educational factors.
3. To evaluate the role of Kannur University's programs and initiatives in shaping the entrepreneurial mindsets and preparedness of students.
4. To investigate the main obstacles faced by Kannur University students in striving entrepreneurial activities and how these may be addressed.

### Research Design and Research Methodology

This study will utilize a descriptive and exploratory research design to evaluate entrepreneurial attitudes among undergraduate students at Kannur University. This research design is selected to provide a comprehensive understanding of students' perceptions, driving forces, and challenges involved in connection to entrepreneurship. A mixed-method approach will be utilised, including both quantitative and qualitative data collection methods. The quantitative segment will help discern correlations and trends in entrepreneurial attitudes, while the qualitative component will provide deeper insights into the personal

experiences of students and situational factors that shape these attitudes.

This study employs a descriptive and exploratory research design using a mixed-method approach to investigate entrepreneurial attitudes among undergraduate students at Kannur University.

**1. Population and Sample:** The target population includes undergraduate students at Kannur University, with a sample size of approximately 200 students pooled through stratified random sampling to ensure diversity across departments and academic years.

#### 2. Data Collection Methods:

- **Quantitative Data:** A structured questionnaire shall be incorporated, making use of the Entrepreneurial Intention Questionnaire (EIQ) to calculate the attitudes, intentions, and influencing factors.
- **Qualitative Data:** Semi-structured interviews and focus group discussions shall be incorporated with a subset of participants to analyse their motivations, challenges, and perceptions of university support.

#### 3. Data Analysis:

- **Quantitative Analysis:** Descriptive and inferential statistics shall be made use of analyse questionnaire data.
- **Qualitative Analysis:** Thematic analysis shall be employed for interview and focus group data to identify major themes associated to entrepreneurship.

This methodology is aimed at providing a wide-range understanding of the variables that influence entrepreneurial attitudes among students, focusing on the role of institutional support and challenges confronted in pursuing entrepreneurship.

**Data Analysis and Results**

The data analysis for this study was carried out on a sample of 200 undergraduate students enrolled in a three-year course at Kannur University. The analysis was aimed to measure the entrepreneurial attitudes among these students, identify main influencing factors, and assess the impact of university programs.

The sample reflects gender diversity (60 per cent male, 40 per cent female) and balanced academic-year representation. These advocate findings are generalizable

across demographics, though gender-specific analysis may disclose nuanced differences in entrepreneurial attitudes.

A majority (55 per cent) exhibit strong entrepreneurial intentions, signalling a robust entrepreneurial mindset. However, 15 per cent with little to no intent may reflect unmet support needs or cultural barriers, warranting targeted interventions.

Self-efficacy and risk-taking are key drivers (70 per cent and 65 per cent, respectively), while funding gaps (50 per cent) and fear of failure (45 per cent) are critical barriers. Addressing these could significantly enhance entrepreneurial participation.

University programs effectively boost confidence (75 per cent) and intentions (80 per cent), underscoring their value. However, qualitative feedback calls for

**Table 1**  
**Demographic Overview of Respondents**

Demographic Factors	Category	Frequency	Percentage
Gender	Male	120	60
	Female	80	40
Academic Year	1st Year	70	35
	2ndYear	60	30
	3rd Year	70	35

*Source: Primary Data (Survey)*

**Table 2**  
**Entrepreneurial Intentions**

Entrepreneurial Intentions	Frequency	Percentage
Strong Intent	110	55
Moderate Intent	60	30
Little to no Intent	30	15

*Source: Primary Data (Survey)*

more practical support (e.g., mentorship), indicating room for improvement.

5. Qualitative Insights

Qualitative data from interviews and focus groups revealed several important themes:

- *Motivation:* Students were primarily motivated by the desire for freedom and the opportunity to create innovative solutions.
- *Challenges:* Common challenges include limited funding options and insufficient mentorship, which hinder their entrepreneurial aspirations.
- *Support from University:* Students expressed appreciation for existing programs but suggested the need

for more practical support, such as internships including start-ups and networking opportunities with successful entrepreneurs.

The data analysis points those undergraduate students at Kannur University exhibit strong entrepreneurial intentions and positive attitudes toward entrepreneurship. Parameters such as self-efficacy and risk tolerance play a crucial role in crafting these attitudes, while hurdles like funding and fear of failure bring challenges. Moreover, university programs duly impact students’ confidence and intentions toward entrepreneurship. Addressing the recognized hurdles and expanding support structures could further instil a robust entrepreneurial ecosystem at Kannur University.

Table 3  
Factors Influencing Entrepreneurial Attitudes

Factors	Frequency	Percentage
High Self-Efficacy	140	70
Willingness to Take Risks	130	65
Lack of Funding	100	50
Fear of Failure	90	45
Limited Access to Membership	80	40

Source: Primary Data (Survey)

Table 4  
Impact of University Programs

Impact of University Programs	Frequency	Percentage
Increased Confident	150	75
Positive Influence on Intentions	160	80

Source: Primary Data (Survey)

## Findings

- a. **Strong Entrepreneurial Intentions:** A significant majority (55 per cent) of the undergraduate students at Kannur University express strong intentions to pursue entrepreneurship, indicating an optimistic entrepreneurial mindset among the student community.
- b. **Influential Factors:** High self-efficacy (70 per cent) and a willingness to take risks (65 per cent) were identified as critical factors influencing entrepreneurial attitudes. Likewise, barriers such as lack of funding (50 per cent) and fear of failure (45 per cent) were commonly cited challenges.
- c. **Impact of University Programs:** University initiatives have a sharply positive impact on students' entrepreneurial confidence, with 75 per cent of respondents indicating increased confidence and 80 per cent noting a positive influence on their entrepreneurial intentions due to these programs.
- d. **Need for Practical Support:** Qualitative insights reveal that while students appreciate existing support, there is a strong demand for more hands-on training, including internships and networking opportunities with entrepreneurs.

## Suggestions

- a. **Enhanced Funding Opportunities:** The University could explore options to create funding mechanisms, such as seed grants or entrepreneurship

competitions, to aid students in launching their ventures and reducing the fear of financial failure.

- b. **Mentorship Programs:** Developing structured mentorship programs that link students with successful entrepreneurs could provide valuable guidance and role models for aspiring entrepreneurs.
- c. **Hands-On Learning Experiences:** Implementing learning experiences that are more practical, such as internships with startups, workshops on business planning, and real-world entrepreneurial challenges, will train students with essential skills and confidence.
- d. **Awareness Campaigns:** Conduct awareness campaigns to focus on successful entrepreneurial case studies and promote the benefits of entrepreneurship, thereby encouraging students to bypass societal pressures towards modern career paths.
- e. **Feedback Mechanisms:** Building systematic feedback mechanisms where students can express their needs and experiences in relation to entrepreneurial programs could help the university to regularly improve and adapt its offerings.

## Practical Implications

- a. **Development of Curriculum:** The findings suggest that integrating entrepreneurship-focused courses and modules into the university curriculum will enhance students' skills and knowledge, preparing them for entrepreneurial endeavours.

**b. Establishing an Entrepreneurial**

**Ecosystem:** The University can provide students with a robust support network that extends beyond academia by fostering an entrepreneurial ecosystem that includes collaboration with local businesses, start-up incubators, and industry experts.

**c. Formulation of Policies:** The insights gained from this study could inform university policy with respect to entrepreneurship education, ensuring that institutional strategies align with the needs and aspirations of students.

**d. Encouraging Diversity:**

Understanding the different attitudes and intentions across distinguished demographics could help the university tailor programs to be more inclusive and supportive of diverse student populations, promoting even opportunities in entrepreneurship.

**e. Long-Haul Tracking:**

The university could consider creating a long-term tracking system for alumni who are into entrepreneurship, allowing for continuous evaluation of program effectiveness and success rates in entrepreneurial outcomes.

**Conclusion**

The study on entrepreneurial attitudes among undergraduate students at Kannur University sheds light on a promising landscape for entrepreneurship among the student community. With over half of the respondents expressing strong intentions to pursue entrepreneurial ventures, there

is a solid indication of a positive entrepreneurial mindset. Key factors such as high self-efficacy and a willingness to take risks influence these attitudes, while barriers such as lack of funding and fear of failure present notable challenges.

The findings underscore the critical role of university programs in fostering an entrepreneurial spirit. A remarkable percentage of students reported increased confidence and positive influences on their entrepreneurial intentions due to university initiatives. However, despite this supportive environment, the demands for more practical assistance, including mentorship and hands-on experiences, remain unattended. Students are seeking more resources to help them tread the complexities of launching and sustaining a business.

To cultivate a solid entrepreneurial ecosystem, it is imperative for Kannur University to elevate funding opportunities and begin mentorship programs that link students with experienced entrepreneurs. Moreover, adding more experiential learning opportunities, such as internships and workshops, will provide students with the skills and confidence mandatory to succeed in their entrepreneurial endeavours. In conclusion, addressing the identified barriers and expanding support structures will not only empower students but also contribute to the overall economic growth and creativity in the region. By implementing the suggested strategies, Kannur University can significantly enhance its role in supporting aspiring entrepreneurs, ultimately developing a generation of students who are well-equipped to thrive in an increasingly competitive and dynamic business landscape.



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