

The Moderating Role of Perceived University Environment in the Formation of Entrepreneurial Intention among Creative Industries Students

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Abstract : The trend of high unemployment levels globally is a growing concern, which suggests that university students especially those studying the creative industries are most likely to face unemployment upon completion of their studies. Therefore the effort of university in fostering entrepreneurial knowledge is equally important to the development of student's soft skill. The purpose of this paper is to assess the significance of perceived university environment and perceived educational support that influencing University students' intention in starting their own business in the future. Thus, attempting to answer the question 'How does perceived university environment affect students' attitude towards entrepreneurship as a career option, perceived entrepreneurial abilities, subjective norm and entrepreneurial intentions?' The study is based on the Theory of Planned Behaviour model adapted from previous studies and empirically tested on graduates at the Tshwane University of Technology. A sample of 150 graduates from the Arts and Design graduates took part in the study and data collected were analysed using structural equation modelling (SEM). Our findings seem to suggest the indirect impact of perceived university environment on entrepreneurial intention through perceived environment support and perceived entrepreneurial abilities. Thus, any increase in perceived university environment might influence students to become entrepreneurs. Based on these results, it is recommended that: (a) Tshwane University of Technology and other universities of technology should establish an 'Entrepreneurship Internship Programme' as a tool for stimulated work integrated learning. Post-graduation intervention could be implemented by the development of a 'Graduate Entrepreneurship Program' which should be embedded in the Bachelor of Technology (B-Tech now Advance Diploma) and Postgraduate courses; (b) Policymakers should consider the development of a coherent national policy framework that addresses entrepreneurship for the Arts/creative industries sector. This would create the enabling environment for the evolution of Higher Education Institutions from merely Teaching, Learning & Research to becoming drivers for creative entrepreneurship.

Keywords : business venture, entrepreneurship education, entrepreneurial intent, university environment

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