

**DEMOGRAPHIC FACTORS AND PERSONALITY TRAITS AS
DETERMINANTS OF ENTREPRENEURIAL INTENTION AMONG
UNDERGRADUATE STUDENTS OF AGRA CITY**



A

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1.1 INTRODUCTION

India exerted greater effort to promote and nurture entrepreneurship during liberalization, which started in India in 1991. Attempts at various levels have taken place directly or indirectly to promote entrepreneurship. Over the past two decades there has been a growing debate about how well educational system prepare young people for adult life in general and enterprise in the world of work in particular.

There is an increased national and international interest in the field of entrepreneurship due to its, implication on individuals and national economic benefits (Hisrich, 2005). Entrepreneurship creates a significant opportunities for individuals to achieve financial independence and benefit the economy by contributing to job creation, innovation, and economic growth. For developing economies, entrepreneurship works like an engine for economic growth, job creation and social adjustment. Jack and Anderson, (1999) said that interest in entrepreneurship is intense in many parts of the world. This prolonged and high tend interest in entrepreneurship is prompted by several factors. First, for developed economies, entrepreneurial activity is a means of revitalizing economy and a way of coping with unemployment problem. Moreover, it is accepted as a potential catalyst and incubator for developing technological progress, product and market innovation.

An environment where entrepreneurship can prosper and where entrepreneurs can try new ideas and empower others needs to be ensured. Education is an important factor in developing environment for entrepreneurial orientation in individuals. Education needs to address the development of skills required to generate an entrepreneurial mindset and to prepare future leaders for solving more complex, interlinked and fast changing problems.

There is a positive relationship between entrepreneurship intentions and personality traits (Yosuf *et al.* 2007). Gartner (1988) says that the entrepreneurs are individuals with distinctive and specific personality traits. Personality traits have direct impact on many entrepreneurial activities including the intention to launch a new business, success in business, and enhance entrepreneurial set up (Shaver and Scott, 1991).

According to 'Special Report: A Global Perspective on Entrepreneurship Education and Training', GEM, (2008), Entrepreneurship education is defined in broad terms as the building of knowledge and skills for the purpose of entrepreneurship generally, as part of recognized education programs at primary, secondary or tertiary-level educational institutions.

Empirical research supports positive links between entrepreneurial activity and economic outcomes (Van Praag and Versloot, 2007). Entrepreneurial activities are considered as the driving force for the achievement of high degree of economic development. It promises a healthy development within in the country through reduction of unemployment, fair distribution of income and various social advantages. Countries establish their economic development on knowledge based small business entrepreneurship for the sustainability of their economy (Hisrich, 2005). Entrepreneurship studies have been influenced by the economics, psychology, sociology and strategic management literatures providing established theoretical frameworks and Methodological tools (Gustafsson, 2004). Chandler and Lyon (2001) viewed the multi disciplinary approach of entrepreneurship as one of the strength of the field of entrepreneurship as it considers and borrows frameworks and methodologies from other legitimate social science.

Self employment or entrepreneurship contributes a great amount of output throughout the world and our country is no exception. A career in entrepreneurship offers individuals with significant opportunities to achieve independence reap greater financial payback and gain the economy by contributing to innovation, job creation, and economic development. For developing economies, entrepreneurship works like an engine for economic growth, job creation and social adjustment. The purpose of education can be served only if there is a well planed and well drawn out curriculum which would bring about an all round development in the individual ,it should be suited to the needs of a society too. School and colleges cannot function in isolation nor can they be passive observers they need to proactively keep pace with constant change. There system of functioning should be tailored to meet the requirement of developing employable citizen. We need to know that, Has the curriculum been focusing on entrepreneurial and skill development of the students. ? Are the students oriented towards self employment and skill development? If the education will not provide skills and traits which are required for productive education then there are all chances of educational unemployment in near future.

Kothari commission (1964-66) has suggested five National goals of education, education for increasing productivity, education for an accelerating process of modernization, education for promoting social and national integration, education for inculcation of national values, education for strengthen democracy to make education meaningful. NPE (1986) has also recommended vocationalization of secondary education. If education will help in developing entrepreneurial intention in students self employment will be possible which will help a country to increase productivity. Researcher wants to see what are the factors will help in developing entrepreneurial intention among university students. Prior to evaluate the important implication of the study it is important to get an overview and theoretical understanding of relevant concepts. In this study the same thing has been done from this point onwards.

1.1.1 ENTREPRENEURSHIP

The concept of entrepreneurship is versatile and use in a wide variety of contexts and the factors affecting the entrepreneurial behavior are extended in the fields of economics (Schumpeter, 1934), sociology (Weber, 1930) and psychology (McClelland, 1961). Entrepreneurship is characterized by the process of recognizing opportunities to build a new product, service, or process and finding necessary resources to exploit the opportunity and improving the lifestyle of people. Entrepreneurship is a process of integrating opportunities, resources and people. Opportunity identification is the very first step in entrepreneurship and this process is clearly an intended process. Today entrepreneurial education at tertiary level has become an important component of curriculum in public and private higher education institute. Future entrepreneur can be found amongst those who are currently undergoing their educational process at the universities.

The word ‘entrepreneur’ is drive from the French verb ‘enterprendre’ it means to undertake.

According to Oxford Dictionary – “A person who sets up a business or businesses, taking on financial risks in the hope of profit”.

Robert Rondtadt (1995) defines entrepreneurship as “entrepreneurship is the dynamic process of creating incremental wealth. The wealth is created by individuals who assume the major risks in terms of equity, time and career commitment of providing value for some product or service. The product or service itself may or may not be new or unique but value must somehow be infused by the entrepreneur by securing and allocating the necessary skills and resources.”

1.1.2 INTENTION

Human beings are different genetically, environmentally and culturally to each others, due to this difference their preferences are also differ. This opinion gives the birth of their ability to get attracted towards certain things while distracted and demotivated by certain factors and forces (Delmar and Davidsaon, 2000). This motivation and demotivation about objects, issue, feelings, beliefs and other verbal and nonverbal expression commonly referred as intention which may be positive or negative in both ways (Birds, 1989). Parker (2004) defines intention is an individual's specific propensity to perform an action or a series of actions. It is the result of conscious thinking that directs behavior.

1.1.3 ENTREPRENEURIAL INTENTION

Entrepreneurial intention has proven to be a primary predictor of future entrepreneurial behavior (Kureger et al 2000). Kureger et al. (2000) define entrepreneurial intention as it is a decision to form a new business venture that is planed rather than being conditioned. An individual may have the potential of being entrepreneur because of own competency and self efficacy but may not make the transition into entrepreneurship because of a lack of intention. S.Wu, & L.Wu (2008) says that entrepreneurial intention refers to create a new firm or a new value driver within existing organizations. X,Quan (2012) argued that entrepreneurial intention is two type:

- 1) Impulsive
- 2) Deliberate

Impulsive entrepreneurial intention refers to intention without realistic control of business resources. It can be influenced by personal characteristics, culture or demographic factors.

Deliberate entrepreneurial intention is the willingness of the individual to venture into business due to the feasibility of entrepreneurial behaviors. It depends on external resources such as prior experience or network building. The table 1 depicts the recent studies related to entrepreneurial intension.

THE FACTORS INFLUENCING ENTREPRENEURIAL INTENTION IN RECENT STUDIES

S. No	Factor	Researched by
1.	Education Programs	De Jorge- Moreno, et al., 2012
	Perceived Desirability	
	Personal Feasibility of Starting a Business	
2.	Institutional Environment	Diaz- Casero, et al., 2012
3.	Individual- Level Entrepreneurial Intention	Dohse, Walter, 2012
	Regional- Level Controls	
4.	Peers	Falck, et al., 2012
5.	Country –Level Control Variables	Falck, Woessmann 2011
	Individual and Family Background Variables	
6.	Motives	Giacomin, et al., 2011
	Barriers	
7.	Feasibility	Linan, et al., 2011, Shook, Bratianu, 2010, Guerrero, et al., 2008
	Desirability	
8.	Personality Traits	Sanchez, 2011
9.	Culture/ Country	Pruett, et al., 2009
	Personal Role Models	
	Entrepreneurial Disposition	
	Perception of Motives	

	Perception of Barriers	
10.	Educational support	Turker, Selcuk, 2009
	Structural Support	
	Relational Support	
11.	Entrepreneurship Education	Lee, et al., 2005

The studies reveals that the factors which affect entrepreneurial intention are ; Relational Support, Structural Support, Educational Support, Entrepreneurial Disposition, Perception of Barriers, Desirability ,Feasibility etc. After literature survey, it found that no study has been conducted, so far, to study the effect of Demographic factors and Personality traits as determinants of entrepreneurial intention.

FACTOR AFFECTING ENTREPRENEURIAL INTENTION

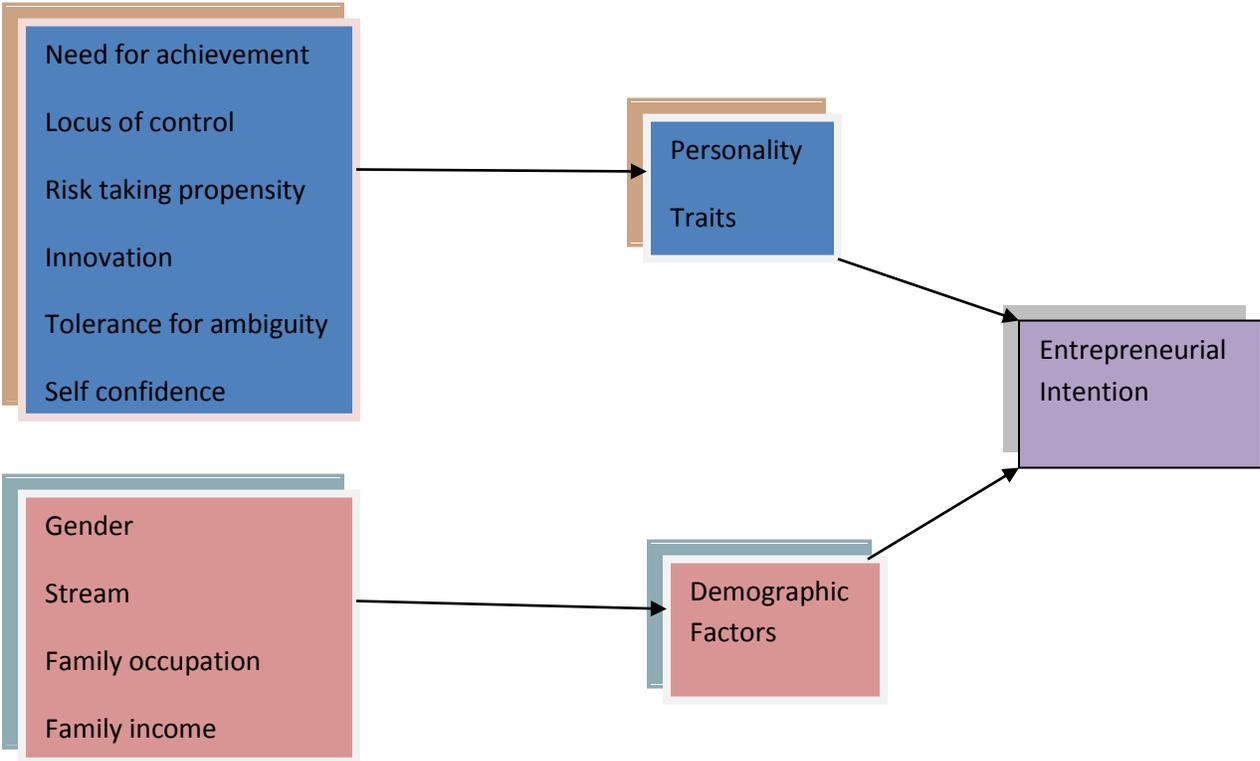


Figure 1: Proposed Model for Entrepreneurial Intention

1.1.4 DEMOGRAPHIC FACTORS

Since the origin of the theory of the entrepreneurship, researchers have been fascinated to study the demographic factors affecting the entrepreneurial intention. According to Ashley et al. (2009) there are number of individual factors that motivate a person’s decision to become an entrepreneur. These can be categorized as demographic factors and psychological factors. Ismail et al. (2009) in one of his study mentioned that demographic factors that affected by entrepreneurial activities are age, sex, education, and work experience. Demographic factors such as household income, gender and race for ethnicity were found significantly affect the innovative attitude of arts and business students (Gibson& Gibson 2010). Parental socio economic status affects student’s orientation towards entrepreneurship (Olanrewaju, A.K. 2013).

Study related to demographic factors

Sr.No	Factor	Researched by
1.	Gender	Ghazali, Ghosh,& Tay (1995); Kourilsky & Walstad (1998); Phan, Wong,& Wong (2002); Dunn (2004);
2.	Ethnicity	Blau (1985); Wong &Wong (2004); Othman, Ghazali & Cheng (2005)
3.	Religion	Adas (2006); Graafland, Mazereeuw,& Yahinu (2006);
4.	Age	Lorrain & Raymond (1991); Weber & Schoper (2003);
5.	Parents business background influences	Crant (1996); Sanders & Nee (1996); Koh (1996); Fisher & Padmawidjaja (1999); Wong & Wong (2004); Kirkwood (2007);

1.1.5 PERSONALITY TRAITS

Lewellyn and Wilson (2003) said that personality traits are enduring, predictable characteristics of individual behavior that explain differences in individual actions in similar situations. Need

for achievement, locus of control, risk taking propensity, self confidence, innovativeness and tolerance for ambiguity are the most frequently enumerated personality traits in the literature. For example, Bygrave (1989) presented a model that includes need for achievement, internal locus of control, tolerance for ambiguity and risk- taking propensity as vital components. Gurol and Atsan (2006) includes need for achievement, locus of control, risk taking, innovativeness, tolerance for ambiguity and self confidence as personality traits in their study on university students in Turkey.

1.1.5.1 NEED FOR ACHIEVEMENT

Need for achievement is the most important part of achievement motivation theory which is developed by McClelland (1961). The need for achievement is defined as a tendency to choose and persist at activities that hold a moderate chance of success or a maximum opportunity of personal achievement satisfaction without the undue risk of failure. Of all the psychological characteristics presumed to be associated with entrepreneurship, need for achievement has the longest history (Shaver and Scott, 1991). Achievement motivation can be defined as “behavior towards competition with a standard of excellence” (McClelland, 1953). The belief that entrepreneurs might have a distinctly higher need for achievement is widely held (McClelland, 1965; Cromie, 2000). 20 out of 23 major studies in the entrepreneurship literature found a fairly consistent relationship between need for achievement and entrepreneurship despite the variability among the studies regarding samples and the operationalization of the need for achievement (Johnson, 1990; Shaver and Scott, 1991).

In a longitudinal analysis of the need for achievement scores of college freshmen, McClelland (1965) concluded that a high need for achievement is a predictor of entrepreneurship and is based on influences of childhood and adult training and experiences.

1.1.5.2 LOCUS OF CONTROL

Locus of control can be defined as an individual’s perceptions about the rewards and punishments in his or her life (Pervin, 1980). It can be referred to as the perceived control over the events of one’s life (Rotter, 1966). While individuals with an internal locus of control believe that they are able to control life events, individuals with an external locus of control believe that life’s events are the result of external factors, such as chance, luck or fate. Empirical findings

that internal locus of control is an entrepreneurial characteristic have been reported in the literature (Ho and Koh, 1992; Robinson *et al.*, 1991; Koh, 1996; Cromie, 2000). In a student sample, internal locus of control was found to be positively associated with the desire to become an entrepreneur (Bonnett and Furnham, 1991).

1.1.5.3 RISK-TAKING PROPENSITY

Risk-taking & venturing is one of the major characters of entrepreneurs. In Economics literature, Risk is high variability; this variability for entrepreneur is willingness to bear substantial loss and also wanted to achieve higher profit (Forlani and Mullins, 2000). There are four types of the risk for the entrepreneur, economic risk, social risk, career development risk and psychological and health risk (Bird, 1989). The risk taking attitude plays a vital role in the decision to become an entrepreneur (Cramer, et al 2002; Caliendo et al, 2006). Entrepreneurship researchers have argued that it is precisely this willingness to take risks, which separates the entrepreneur from non-entrepreneurs (Elston and Audretsch, 2007).

Perhaps it is a truism that, in the absence of risk and uncertainty, there would be no entrepreneurship and it is suggested that risk, as well as uncertainty, is at the heart of the entrepreneurial process. Thus, it is thought that risk is an entrepreneurial characteristic and those who are entrepreneurially inclined are expected to display higher propensity to take risk.

1.1.5.4 INNOVATION

Innovativeness is an important element of entrepreneurship. Schumpeter (1990) defined the entrepreneur simply as an innovator. Michael & Pamela, (1995) states that introducing new technology in products as well as in services is innovation. Empirical research findings also support this notion that entrepreneurs are more innovative than non entrepreneurs (Gurol and Atsan, 2006; Koh, 1996; Robinson et al., 1991). As Entirialgo, Fernandez, & Vazquez, 2000 and Mill, 1984 suggest that innovativeness is as a differential point between entrepreneur and employee or manager. Bostjan, (2009) also stated that small firms face more innovativeness than that of large firms. Entrepreneur, who looks for new opportunity, and ideas Zacharakis, (1997) neither argued about success nor innovativeness rather he talked about the nature of innovative entrepreneurs, suggesting that they are always looking for new ideas and opportunities. Overall,

we can conclude that people are naturally innovators and innovation is a key factor which leads entrepreneur toward success, especially in small firms where opportunities often blink and had to be captured.

1.1.5.5 TOLERANCE FOR AMBIGUITY

Tolerance for ambiguity refers to the extent to which one is comfortable and able to function in a situation where there is a high degree of uncertainty and ambiguity as to the nature of the rules governing success or failure. In the business environment tolerance for ambiguity for an entrepreneur or manager is that how well, he makes decision in risky environment and handle the change and uncertain situation (Westerberg et al. 1997). Tolerance for ambiguity relates positively with the entrepreneurial behavior and actually this behavior differentiates from manager (Becherer and Maurer, 1999, Entrialgo et al. 2000). Entrialgo et al. (2000) argued that people who has the high tolerance for ambiguity, he also has obtain greater success.

1.1.5.6 SELF-CONFIDENCE

Self-confidence refers to a person's perceived ability to tackle situations successfully without leaning on others and to have a positive self evaluation. In the words of Basavanna (1975) self confidence refers to an individual's perceived ability to act effectively in a situation to overcome obstacles and to get thing go all right. Ho and Koh (1992) have suggested that self-confidence is a necessary entrepreneurial characteristic and that it is related to other psychological characteristics. Empirical studies in the entrepreneurship literature have found entrepreneurs to have a higher degree of self-confidence relative to non-entrepreneurs (Ho and Koh, 1992, Robinson *et al.*, 1991). A positive relationship is therefore hypothesized between self confidence and entrepreneurial inclination.

1.2 EMERGENCE OF THE PROBLEM

The economy of India is the tenth largest in the world by nominal GDP and third largest by purchasing power parity (ppp). There are so many obstacles and barriers in the pathway of India to be a developed nation such as illiteracy, unemployment, poverty, unequilibrium between demand and supply, less developed human resources and less developed technological and infrastructure facilities. According to Tendulkar Methodology 21.9% population of India was

below poverty line in 2011-12. In 2011 estimated unemployment rate in India was 3.8% per annum.

The above problems can be solved up to a great extent by developing and promoting entrepreneurial intention among the students. There is an urgent need to ignite younger minds so that they can start new ventures and create job opportunities for the other. An entrepreneur creates jobs, sets stage for a flourishing economy, unlike an individual who is a job seeker and burden to the economy. On the other hand the government should also realize that only entrepreneurs can help it to grow at the preferred rate. The government should frame its policies to promote budding entrepreneurs.

1. Is there any relationship between personality traits and entrepreneurial intention of undergraduate students and to what extent?
2. Is there any relationship between demographic factors and entrepreneurial intention of undergraduate students and to what extent?
3. What contributory role demographic factors and personality traits can play in determining the entrepreneurial intention of undergraduate students?

The above questions give insight to researcher to take this topic for present investigation.

1.3 JUSTIFICATION OF THE PROBLEM

The last 15 years has seen a significant change in the economic landscape of India. The revival of entrepreneurship in the country has contributed to job creation, flexibility and competitiveness, innovativeness and job satisfaction (EIM, 2011).The comparable growth has emerged in the field of entrepreneurship education and particularly in entrepreneurship and new-firm creation curricula and programs (Kuratko, 2005). This growth has been partly fueled by the increasing number of students in both secondary and tertiary education, considering self-employment as a significant occupational choice and the increasing cognition from policy makers about the entrepreneurship as a policy tool for economic growth. Improvement of entrepreneurial education is also highlighted by the World Bank (2008) as one of the vital factors to increase employment rate. According to Giacomini et al. (2011), "...entrepreneurship

education is important because entrepreneurial activities are a vital component of economic growth, innovation and employment.”

Nevertheless, researches have been conducted on the determinants of entrepreneurial intentions. Uddin, M.R., & Bose, T.K. (2012) Analyzed determinates of entrepreneurial intention of business students. It was found that risk taking tendency, need for achievement, job security, environment for starting business and education are significant factors in determining the intention of business students to be entrepreneur. According to Ashokan, N. & Suresh, J. (2013) desirability and feasibility, role models, personal motivation and institutional support have the positive and significant impact on entrepreneurial intentions.

In one of the study Kothari, H.C. (2013) investigated the impact of contextual factors on entrepreneurial intention. It was found that gender an important demographic factor affecting the career choice; females are less intended to choose an entrepreneurial career than males. It was also found that students with moderate academic performance are more likely to opt entrepreneurial career than the students with good or bad academic performance. Khan, M.M., Ahmed, I. Nawaz, M.M & Ramzan, M. (2011) Analyzed the impact of personality traits on entrepreneurial intention of university students. It was found that student have high internal locus of control they show great attitude towards entrepreneurial intention.

The researcher after an intense study did not find any research using demographic factors and personality traits as determinants of entrepreneurial intention among under graduate students. As such the researcher is motivated to take this problem for the present investigation.

1.4 STATEMENT OF THE PROBLEM

In the light of above justification, the researcher frame the research problem as -

Demographic Factors and Personality Traits as Determinants of Entrepreneurial Intention among Undergraduate Students of Agra City

1.5 DEFINITION OF THE TERMS USED IN THE STUDY

The variables of the study can be defined in following ways:

1.5.1 ENTREPRENEURIAL INTENTION

According to Birds (1988)

Entrepreneurial intentions are a state of mind, which directs and guides the actions of the individual toward the development and the implementation of new business concepts.

In the present study entrepreneurial intention consider as entrepreneurial potential of student as to start venture in future.

1.5.2 DEMOGRAPHIC FACTORS

According to Business Dictionary

Socioeconomic characteristics of a population expressed statistically such as age, sex, education level, income level, marital status, occupation, religion, birth rate, death rate average size of a family, average age at marriage. A census is a collection of the demographic factors associated with every member of a population.

In the present study gender, stream, family income, family occupation consider as demographic factors.

1.5.3 PERSONALITY TRAIT

According to G.W. Allport

Personality traits are a generalized and focalized neuropsychin system (peculiar to the individual), with the capacity to render many stimuli functionally equivalent, and to initiate and guide consistent (equivalent) forms of adaptive and expressive behavior.

In the present study personality traits define as need for achievement, locus of control, risk taking propensity, innovativeness, tolerance for ambiguity and self confidence.

1.6 OBJECTIVES OF THE STUDY

To make study scientific and systematic the researcher frames the following objectives.

1. To study entrepreneurial intention among undergraduate students.
2. To study the entrepreneurial intention in relation to demographic factors of undergraduate students.
3. To study the entrepreneurial intention in relation to personality traits of undergraduate students.
4. To determine the relationship between entrepreneurial intention and demographic factors of undergraduate students.
5. To determine the relationship between entrepreneurial intention and personality traits of undergraduate students.
6. To find out contributory role of demographic factors and personality traits in determination of entrepreneurial intention of undergraduate students.

1.7 HYPOTHESES OF THE STUDY

H1 There will be no significance difference in entrepreneurial intention of undergraduate students in relation to demographic factors.

H2 There will be no significance difference in entrepreneurial intention of undergraduate students in relation to personality traits.

H3 There will be no significant relationship between entrepreneurial intention and demographic factors of undergraduate students.

H4 There will be no significant relationship between entrepreneurial intention and personality traits of undergraduate students.

H5 There will be no significant contributory role of demographic factors and personality traits in the determination of entrepreneurial intention of undergraduate students.

1.8 DELIMITATIONS OF THE STUDY

Due to limited time and resources, the study will be delimited to the followed attributes:

1. **Institutional Area-** students of Ambedkar University will be taken.
2. **Educational Level** - 3rd year graduate students.
3. **Gender-** Male and female students.
4. **Age Group-**The age group of the students will vary from 20-22 years.
5. **Stream-** Arts, commerce, engineering, management, medical and science will be considered.

1.9 METHODOLOGY OF THE STUDY

1.9.1 METHOD OF THE STUDY

Method is a style of conducting a research work and is determinate by the nature of the problem. Keeping the nature of the problem in mind, the researcher will carry the present study on the lines of Descriptive Survey Method. In the present study personality traits and demographic factors will be considered as independent variables and Entrepreneurial Intention as the dependent variable.

1.9.2 VARIABLES OF THE STUDY

- 1) **Independent variables:** In the present study Personality traits such as need for achievement, locus of control, risk taking propensity, innovativeness, tolerance for ambiguity and self-confidence and demographic factors such as gender, stream, family income, and family occupation are taken as independent variables.
- 2) **Dependent variables:** In the present study Entrepreneurial intention is consider as dependent variable.

1.9.3 SAMPLE

The sample of the study will consist 3rd year students of different discipline of Ambedkar University Agra. The students of arts, commerce, engineering, management, medical and science stream will be taken into consideration. Sample selection procedure is shown in following figure-

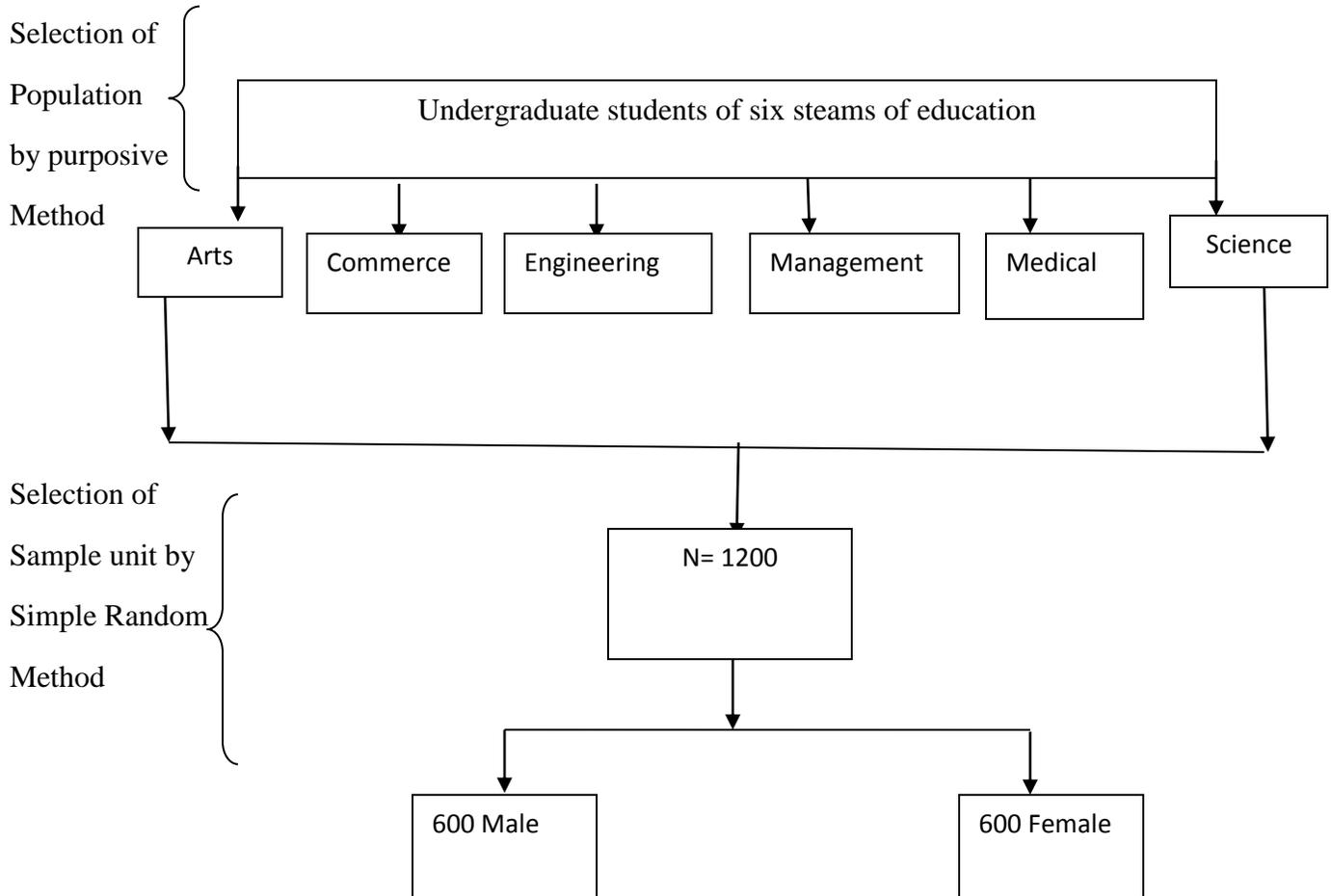


Figure 2: Sample of the study

1.9.4 TOOLS

The following tools will be used for data collection.

1. Self Confidence Inventory (SCI) developed by Dr. Rekha Gupta, 2013. It consists of 56 true-false type items.
2. Levenson's Scale for Locus of Control Indian Adaptation will be used for measuring the locus of control. Its Indian adaptation is prepared by Sanjay Vohra, 1992. It consists of 24 Likert type rating items.
3. Self constructed tool for measuring Entrepreneurial Intention.
4. Self constructed tool for measuring innovativeness.
5. Self constructed tool for measuring tolerance for ambiguity.
6. Risk Taking Questionnaire (RTQ) developed by P.N. Arora and V. Sinha, 1982.
7. Achievement Motivation test (ACMT) developed by V.P. Bhargava, 1994.

1.9.5 STATISTICAL TECHNIQUES

1. **Descriptive Statistics:** Mean, Standard deviation, Graphic Representation
2. **Inferential Statistics:** t-test, Correlation, Multiple Regression Analysis

1.10 SIGNIFICANCE OF THE STUDY

Entrepreneurship and its impact on economies both are widely examined. Economic growth, job creation, poverty alleviation, unemployment reduction and changes within an economy are positive outcomes associated with entrepreneurial activities. However entrepreneurial activities are affected by entrepreneurial intention. So it is the demand of present time, education system should develop the entrepreneurial intention among the students because they decide the destiny of nation.

The present study is significant for policy makers, school administration, parents, guidance cell and economic development. Today India is an emerging economy that is destined to achieve milestones on various fronts, in near future. However, for India to acquire the status of developed nation it needs to create millions jobs and this is possible by promoting spirit of entrepreneur among the student. This study will be significant for policy makers who will frame policy to develop budding entrepreneurs in India.

Teachers, curriculum, organization of co-curricular activities and college administration play important role in the personality development of the student. They all develop the spirit of leadership, cooperation, risk taking, and innovativeness among the student. This study will help them to identify those students who have intention for entrepreneurship and organize different types of seminars and workshop according to personality traits of the students which will help them to start new venture in future. Self employment or starting own venture or business is the demand of present time because in today's competitive job environment, total job opportunities are limited. As a result, many students are unable to get job after graduation. This study will significant for parents, when they have knowledge about his or her child personality traits they can motivate his children to choose profession according to his preferences.

India is agriculture base developing country and always tries to shift its economic focus from agriculture to business for the creation of more job opportunities. Amongst the Indian state there are huge regional disparities. Entrepreneur play important role for reducing these regional disparities. When economy is developed through entrepreneurship few things developed automatically, which are employment, enhancement of quality of life, social up gradation, reducing poverty and so on.

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