



LEADERSHIP POTENTIAL OF ASIAN AND AMERICAN BUSINESS AND NON-BUSINESS STUDENTS

Lloyd G. Gibson, Dean
 Trefz School of Business, University of Bridgeport, Bridgeport, CT
 lggibson@bridgeport.edu
 and Regina A. Gibson, College of Public and International Affairs, University of Bridgeport, Bridgeport, CT

ABSTRACT

Assessment of the leadership traits of college students is important, especially since the enhancement of these traits has been known to lead to success in college and the workplace. This study determined the significance of factors influencing the leadership potential of both business and non-business students at three universities, including one in midland China. The survey ($N = 714$) in this study measured the attitudinal construct of *perceived personal control* from Robinson and Hunt's 1991 entrepreneurial attitude orientation model. Results indicated that student characteristics and entrepreneurial experience were found to be significantly related to the *perceived personal control* attitude variable.

THE LEADERSHIP POTENTIAL MODEL

THREE ATTITUDINAL CONSTRUCTS

- **PASSION TO BE THE LEADER**
- **INFLUENCE IN THE COMMUNITY**
- **BELIEF IN THEMSELVES AND THE PEOPLE WORKING FOR THEM**

PARTICIPANTS

714 students surveyed at two small mid-Atlantic universities and at a mid-size Central Chinese university.

DEMOGRAPHICS (as a % of respondents)

Country Of Origin	India	US	China
Program	IT	Bus Arts	Business
<i>N</i>	142	211	134 227
Single	77.0	25.6	94.4 37.7
Female	27.0	48.8	70.6 56.0
High Income*	11.1	22.2	14.2 27.7

PURPOSE OF THE STUDY

1. To examine the leadership potential of Asian and American business and non-business students in order to customize leadership education and programs.
2. To determine the effects of demographic factors on leadership potential of Asian and American business and non-business students.
3. To determine the effects of business and entrepreneurial education and exposure to small business on the leadership potential of Asian and American business and non-business students.

RESULTS (Hypotheses Supported)

- Non-business students would demonstrate leadership potential (supported).
- Female students will have greater leadership potential than males (supported only for IT students).
- Non-business students with exposure to entrepreneurship will have greater leadership potential than those without (supported).

RESULTS – Factors Affecting Leadership Potential

US Business Students Who

- Have worked in a small business
- Were married

US Arts Students Who

- Currently have a business

Indian IT Students Who

- Currently have a business
- Are female

Chinese Business Students Who

- Have worked in a small business
- Currently have a business
- Had high household income over 200 RMB/year
- Were single or college grad
- Took at least 1 Entrepreneurship Course

RECOMMENDATIONS TO ENHANCE LEADERSHIP POTENTIAL

American Business and Arts Students

- Have students work in a small business setting.
- Encourage students who have had entrepreneurship exposure through their own or friends' businesses.

Chinese Business Students

- Have students work in a small business setting.
- Encourage college graduates who are single with high household income.*
- Have students take at least one entrepreneurship course.

Indian IT Students

- Encourage females and students who have had or currently have their own businesses, or have close friends with small businesses.

*Over \$100,000/year or equivalent

METHODOLOGY

- A quantitative approach
- A 75-question survey based on the EAO Model (1991)
- 3 attitudinal constructs measured with 1-10 Likert scale