



ENTREPRENEURIAL ATTITUDES OF BUSINESS AND NON-BUSINESS STUDENTS

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ABSTRACT

The entrepreneurial attitudes of 714 business and non-business students in Asian and American universities were examined. Results based on the Robinson, Stimpson, Huefner, and Hunt (1991) Entrepreneurial Attitudes Orientation model indicated that non-business students possessed entrepreneurial attitudes in all four of the model's attitudinal constructs. For IT students, female students had significantly higher entrepreneurial attitude scores than male IT students. It was also found that non-business students with exposure to entrepreneurship had higher entrepreneurial scores than the non-business students without this exposure.

THE ENTREPRENEURIAL ATTITUDES MODEL

FOUR ATTITUDINAL CONSTRUCTS

- **ACHIEVEMENT** in Business (as in Creating a Business)
- **INNOVATION** in Business (by Acting Upon Business Incentives)
- **PERCEIVED CONTROL** of Business Outcomes
- **PERCEIVED SELF-ESTEEM** in Business (as an Indication of Self-Evaluated Confidence in Business Affairs)

PARTICIPANTS

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

Demographics (as % of respondents)

Country of Origin	India	US	China
Program	IT	Bus Arts	Business
N	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

*Household income is \$100,000 plus/year.

PURPOSE OF THE STUDY

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

RESULTS (Hypotheses Supported)

- Non-business students would possess entrepreneurial attitude (supported).
- Female students will have stronger attitudes than males (only for IT).
- Non-business students with exposure to entrepreneurship will have stronger attitudes than those without (supported).

RESULTS (Highest Entrepreneurial Scores For An Attitude)

ATTITUDE (out of 10)

Indian IT Students	Achievement (9.0)
U.S. Business	Self-Esteem (7.5)
U.S. Arts	Achievement (8.4)
Chinese Business Students	Achievement (8.5)

RESULTS – Factors Affecting Attitudes

US Business Students Who

- Have close friends with their own business* Self-Esteem*/Innovation
- Have worked in a small business Control/Innovation
- Were married Control
- Were over 21 Self-Esteem/Innovation
- Had a college degree Self-Esteem/Innovation

Indian IT Students Who

- Have had own business Innovation
- Currently have a business* Control*/Achievement*
- Were single Self-Esteem
- Were female Control

Chinese Business Students Who

- Have worked in a small business Control/Innovation/Achievement
- Have had own business Achievement
- Currently have a business Control
- Had high household income over 200 RMB/yr Control/Self-Esteem/Achievement
- Were single or college grad Control/Achievement
- Were over 21* Self-Esteem*/Innovation*
- Took at least 1 E-Ship Course Achievement

* Also True for US Arts Students

RECOMMENDATIONS TO ENHANCE ENTREPRENEURIAL ATTITUDES

American Business and Arts Students

- Have students work in a small business setting. (Freshman arts students should take at least one business course.)
- 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, single students, and students who have had or currently have their own businesses, or have close friends with small businesses.

METHODOLOGY

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