Effective Factors on Students' Entrepreneurial Intent of Islamic Azad University of Rasht Branch

(Case Study Students Master of Business Management)

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Abstract

Today, given the economic and social conditions our country is faced with it, it is essential be done new approaches to solve the problem of unemployment, especially young people the community, this is not possible unless in light of creativity and innovation and attention to entrepreneurship. Because, entrepreneurship is driving engine of economic development and job creation. On the other hand, universities in the training of skilled to enter the labor market play vital role. Given the importance of the issue, the present research it deals to investigate the affecting factors on students' entrepreneurial intention. In order to achieve the research objectives examined Islamic Azad university students of Rasht and to collect data from was used the questionnaires and the continuation was used structural equation modeling in data analysis and 19 hypothesis testing. Research methods in terms of target is application and the correlation. The results show that knowledge, experience, family, characteristics, perceived behavioral control, motivation,, and also social norms are affecting factors on students' entrepreneurial intention.

Keywords : Entrepreneurship, Knowledge, Attitude, Social Norm, Characteristics
Introduction

Today employment challenges or work and unemployment subject not only the considered one of most important social issues of world in our country rather given the population growth rate In the past two decades can it be considered as the most important social challenges of the next few decades (Barani et al. 2009). Unemployment crisis as a problem, strongly influence all aspects of economic, cultural and social of a society and sometimes has irreparable effects. Solve this problem has faced in most policymakers of countries with great challenges such that can be said stability and crumbling in some states is depend on solve the crisis of unemployment (Salehi et al. 2006). Also our country is facing with problem of youth unemployment, thus worthy that be considered suitable solution for exit from the available situation (Amadi et al. 2009). This is not possible unless in light of creativity and innovation and attention to entrepreneurship. Because, entrepreneurship is an ability can saved systems today in this critical juncture and help to their survival (Kamalian et al. 2010). In fact entrepreneurship is important and inexhaustible source in all human societies. Source is concerned to power of human creativity and real entrepreneurship when occurs people discards ordinary and usual ways of thinking and acting and with look at new and different to apply ways and new ideas (Jamshidi Far et al. 2010).

Today, everyone found that communities were rely on human resources than underground resources, they were more successful and honorably in the long run. As a result, with regard to the role of entrepreneurship in economic life can considered its development one of the core activities in order to achieve economic development. Currently, entrepreneurship development is integral and key part of economic development both developed countries and developing countries (Ziaee 2004). So what its necessity in current situation of our country be felt more than ever is entrepreneurship. Because entrepreneurs taking advantage of the opportunities available have ability of create new businesses. Thereby increase GDP and reduce unemployment (Deljoye Shahir 2009). In addition, due to the reduce government outsourcing employment all young people of university graduates and job seekers in government jobs is impossible. Hence taking advantage of the creative power of young people to create new businesses and pushing them towards entrepreneurship will be solution for unwinding many the economic
hardships (Amadi et al. 2009). Although the in the fourth development plan has been particular attention to this important and good planning and infrastructure has been made in field of economic, social and educational system of the country for entrepreneurship development especially in the universities, but unfortunately unemployment rate of graduates is highest rate among the unemployed (Ghavami & Lotfali Poor 2008). So that annually 270 thousand university graduates be enter the labor market But market capacity is not respond this number (Azizi & Hoseini 2006). This indicates although in of our country universities are turning to entrepreneurship training and do attempted than entrepreneurship education and its role in the creation of knowledge and skills and also trend of entrepreneurship training was growing but attracting the educated stratum in the labor market due to lack of some abilities and skills part from them should be learned during study at university is Encountered problem (Arasti et al. 2011). In particular economic conditions of the country creating job opportunities for the masses of unemployed, especially graduate educational system is most important concerns of decision-makers and planners country macro. Unemployment solve the problem, develop and reinforce strategies for employment and self-employment have doubled the need for supervision and teaching of entrepreneurs efficient and creative (Poor Atashi & Mokhtar Nia 2009). So, for employment, raising GDP and increase social welfare and according to entrepreneurship and creation and strengthening of entrepreneurial spirit especially among students has high importance (Ghasemi & Asadi 2010). Given the this interpretation and importance of the issue this study evaluates effective factors on students' entrepreneurial intention. In other words, this study is seeks appropriate respond for this question: Which are effective factors on students' entrepreneurial intention?

The Issue Expression of Research

Entrepreneurship revolution is covered throughout the globe and as the undeniable influenced the business world (Kuratko 2005). Nowadays everyone believe that entrepreneurial is engine of economic development in developed countries and developing countries. Three important reasons that led to countries show interest to entrepreneurship include wealth creation, technology development and productive employment (Amin Beydokhti &
Entrepreneurship is a complex multifaceted concept that nowadays has attracted many attention to itself (Norouz Zadeh & Rezaei 2010). Entrepreneurship is creating a business, directing resources, converting opportunities into achievements and also offer new products that is causing self-employed, other-employed, and create added value. Entrepreneur who is utilizes existing resources, employing creativity, understanding the opportunities and risks deals to create a business (Salar Zadeh 1997). Entrepreneurship is an objective and practical conceptual coincides with the beginning of human life on earth and trying to earn income and supply the necessities of life has been established. However, the academic Attention to the implications of this knowledge has little history (Saeidi & Mohtedi 2008). Cantillon as founder of the words entrepreneurship knows self-employment as entrepreneurship. In his view, the entrepreneur is organizer of enterprise and in performance of its production and distribution has central role (Ahmad Pour Dariani 2004). Terms Entrepreneurship was translated into English by John Stuart Mill. He knew entrepreneurial action includes lead, direct, control and risk taking, and also he does introduced risk taking as distinguishing factor between manager and entrepreneur. According to Webster's Collegiate Dictionary the entrepreneur who is committed organize, manage and undertake risk of an economic activity. Joseph Schumpeter, the Harvard professor was believes entrepreneur is the main driving force of economic development. Its role is innovate or create new combinations of materials. Schumpeter's view innovation is entrepreneurship criterion (Salar Zadeh 1997). Economists believe that entrepreneurship is not just an economic activity, but also it is beyond the economic phenomena. Essentially it is not economic nature (Ghanbar Ali & Zar Afshani 2008). Some people consider entrepreneurship means awareness from the opportunities of undiscovered profitable (Kirzner 1979). Today, entrepreneurship means discovery, evaluation and exploitation of opportunities that is led to the creation of new goods and services (Jamshidi Far et al. 2010). In fact, entrepreneurship is a process that in individual entrepreneur with new and creative ideas and identify new opportunities and resource mobilization attempted to establish a new business, new and innovative organization (of course acceptable risks) and led to the introduction of a new product or service to society (Schurenberg 2012).
Previous Research

1) **Effective factors on tend to organizational entrepreneurship among small and newly established companies**  
Fini et al. 2012  
The results showed that tend to organizational entrepreneurship is affected by factors such as motivation, interpersonal skills and perceived environmental dynamism.

2) **Effective factors on levels tend to Entrepreneurship: The role of education**  
Linan et al. 2011  
The results showed that individual attitudes and perceived behavioral control are the most important affecting factors on entrepreneurial tendencies. Also, the role of education examined in creating these tendencies and attitudes.

3) **Which factors are influence willingness of students' entrepreneurial?**  
Turker & Selcuk 2009  
Model of support from entrepreneurial in this study, Influence of contextual factors on entrepreneurial tendencies means factor of educational, relational and structural was studied as affecting factors on entrepreneurial tendencies. The results showed that factor of educational, relational and structural have impact on the willingness of students to entrepreneurship.

4) **Affecting factors on agriculture students’ entrepreneurial intention in Islamic Azad University of Ilam**  
Rahmanina Koushki et al. 2012  
Results showed that variables of self-efficacy beliefs, the family support, and subjective norms have positive impact on students'
entrepreneurial intention. But not found a significant relationship between entrepreneurial intention and attitude.

5) Role of teaching "Principles of Entrepreneurship" in non-management students' entrepreneurial intention (Case study: College of Arts and Letters and Human Sciences in Tehran University)
Arasti et al. 2011
Results showed that teaching principles of entrepreneurship is effective on the students' entrepreneurial intention and its determinant factors include attitude toward the behavior, subjective norms, and perceived behavioral control.

6) Affecting factors on agriculture students' entrepreneurial spirit in Tabriz University
Jamshidi Far et al. 2010
Results showed that 38% students lack of capital or lack of business skills have not tend to entrepreneurs. Also results of analysis the logit model showed that age, education, receive loans, economic barriers, duration of working activity, income, essential skills and risk taking are effective factors for motivating entrepreneurship from students. Among these variables, age and economic barriers had significantly negative effects the other variables had significant positive effect.

Models of Research
In this study for investigate the affecting factors on students' entrepreneurial intention is used model of Koe.
The Research Hypotheses

The first hypothesis: Knowledge has impact on the entrepreneurial intention.

The second hypothesis: Knowledge has impact on the attitude.

The third hypothesis: Knowledge has impact on the social norms.

The fourth hypothesis: Knowledge has impact on the perceived behavioral control.

The fifth hypothesis: Knowledge has impact on the characteristics.

The sixth hypothesis: Experience has impact on the entrepreneurial intention.

The seventh hypothesis: Experience has impact on the attitude.

The eighth hypothesis: Experience has impact on the social norms.

The ninth hypothesis: Experience has impact on the perceived behavioral control.
The tenth hypothesis: Experience has impact on the characteristics.

The eleventh hypothesis: Family has impact on the entrepreneurial intention.

The twelfth hypothesis: Family has impact on the attitude.

The thirteenth hypothesis: Family has impact on the social norms.

The fourteenth hypothesis: Family has impact on the perceived behavioral control.

The fifteenth hypothesis: Family has impact on the characteristics.

The sixteenth hypothesis: Attitude has impact on the entrepreneurial intention.

The seventeenth hypothesis: Social norms has impact on the entrepreneurial intention.

The eighteenth hypothesis: Perceived behavioral control has impact on the entrepreneurial intention.

The nineteenth hypothesis: Characteristics has impact on the entrepreneurial intention.

Research Methodology

This research in terms of study design is description that deal describes the characteristics of the sample and generalized these features to the population. Also based methods is type of correlation. The present study based on purpose is an applied research. The population of this study is includes all postgraduate students of business management in Islamic Azad University of Rasht. For data collected is used the questionnaire and also in order to analyze the data and test the research hypotheses is used structural equation modeling method. To determine the sample size of this study has been used Morgan table. Statistical population is equal to 994 persons and sample size is equal to 278. In the present study is used the researcher made questionnaire include two parts general and special questions. The results of the questionnaire data showed that 55.8% Men, 44.2% Women, and also 49.4% under 30 years old, 31.2% between 30-39 years old, 15.6% between 40-49 years old and 3.9% above 50 years old. For the validity of the questionnaire
was used content validity method. The questionnaire has been appropriate validated. To determine the reliability of questionnaire was used Cronbach's alpha coefficients by SPSS software. Minimum reliability coefficient for the research questions is 0.7, obtained cronbach's alpha coefficient for this study was approximately 0.84. Therefore can be said that the questionnaire has good reliability.

Findings

Fitness Indicators of Model

In this study, the research model was tested using fitness indicators. Its results is as follows :

<table>
<thead>
<tr>
<th>Appropriateness Index</th>
<th>X^2 / df</th>
<th>RMSEA</th>
<th>GFI</th>
<th>CFI</th>
<th>NFI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptable Range</td>
<td></td>
<td></td>
<td>≥ 0.9</td>
<td>≥ 0.9</td>
<td>≥ 0.9</td>
</tr>
<tr>
<td>Result</td>
<td>2.54</td>
<td>0.074</td>
<td>0.93</td>
<td>0.96</td>
<td>0.92</td>
</tr>
</tbody>
</table>

LISREL software provides a model fitting the various indicators. Using these indicators can judgment and decision about be accepted or not of entire model. Given the large sample size, indicator X^2 is unsuitable for evaluating models. Indicators appropriate for judgment about model fitness included : Indicator root mean square errors (RMSEA), Goodness of fit indicator (GFI), Norm of fit indicator (NFI), and Comparative fit indicator (CFI). Evaluation results of fit entire model show that research theoretical model with used experimental data has consistency and agreement. This conclusion was obtained based on RMSEA with amount of 0.074. The lower value indicates a better fit of the model. If this value was between 0.05 to 0.08, can be said that research model in terms of appropriateness with model data is desirable. The overall other model fitness indicators include GFI, NFI, CFI are variable between 0-1. Coefficients are higher than 0.9 considered as acceptable.
According to the values of calculated indexes can appropriately be evaluated the research model. Means research model in terms of appropriateness with data is a desirable model.

**Testing Hypotheses**

Obtained results of the structural equation modeling test show that in the present study all hypotheses apart from hypothesis 5, 8 and 14 have significant path coefficient and they are confirmed. Test results of research hypotheses based on structural equation model are as follows:

**Table 2:** Hypothesis Test Results of Research

<table>
<thead>
<tr>
<th>No.</th>
<th>Hypothesis</th>
<th>Estimated Standard</th>
<th>Statistics of t</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Knowledge has impact on the entrepreneurial intention</td>
<td>0.58</td>
<td>6.32</td>
<td>Confirmed</td>
</tr>
<tr>
<td>2</td>
<td>Knowledge has impact on the attitude</td>
<td>0.41</td>
<td>5.40</td>
<td>Confirmed</td>
</tr>
<tr>
<td>3</td>
<td>Knowledge has impact on the social norms</td>
<td>0.33</td>
<td>4.48</td>
<td>Confirmed</td>
</tr>
<tr>
<td>4</td>
<td>Knowledge has impact on the perceived behavioral control</td>
<td>0.19</td>
<td>3.23</td>
<td>Confirmed</td>
</tr>
<tr>
<td>5</td>
<td>Knowledge has impact on the characteristics</td>
<td>0.10</td>
<td>1.17</td>
<td>Rejection</td>
</tr>
<tr>
<td>6</td>
<td>Experience has impact on the entrepreneurial intention</td>
<td>0.64</td>
<td>7.52</td>
<td>Confirmed</td>
</tr>
<tr>
<td>7</td>
<td>Experience has impact on the attitude</td>
<td>0.32</td>
<td>3.94</td>
<td>Confirmed</td>
</tr>
<tr>
<td>8</td>
<td>Experience has impact on the social norms</td>
<td>0.8</td>
<td>0.93</td>
<td>Rejection</td>
</tr>
<tr>
<td>9</td>
<td>Experience has impact on the perceived behavioral control</td>
<td>0.27</td>
<td>3.48</td>
<td>Confirmed</td>
</tr>
<tr>
<td>10</td>
<td>Experience has impact on the characteristics</td>
<td>0.29</td>
<td>3.69</td>
<td>Confirmed</td>
</tr>
</tbody>
</table>
Family has impact on the entrepreneurial intention
0.31 | 3.82 | Confirmed

Family has impact on the attitude
0.59 | 6.94 | Confirmed

Family has impact on the social norms
0.37 | 5.14 | Confirmed

Family has impact on the perceived behavioral control
0.12 | 1.62 | Rejection

Family has impact on the characteristics
0.66 | 7.09 | Confirmed

Attitude has impact on the entrepreneurial intention
0.45 | 5.34 | Confirmed

Social norms has impact on the entrepreneurial intention
0.40 | 5.11 | Confirmed

Perceived behavioral control has impact on the entrepreneurial intention
0.34 | 4.58 | Confirmed

Characteristics has impact on the entrepreneurial intention.
0.67 | 7.94 | Confirmed

**Discussion and Conclusions**

In today's society entrepreneurship has undeniable effects in development of economic, social and technological world. Hence necessity of more attention to entrepreneurship and its development be felt more than ever. Given the importance of the issue in this study was discussed examines the various factors have influence the direct and indirect on students' entrepreneurial intentions. These factors are: knowledge, experience, family, characteristics, attitudes, social norms and perceived behavioral control. To show the relationship between variables was made 19hypothesis. Results obtained of the research causal model test show that characteristics, experience and knowledge are The most important affecting factors on students' entrepreneurial intentions. Moreover family, attitudes, subjective norms, and perceived behavioral control are other factors that have affect directly on students' entrepreneurial intentions. Also knowledge, experience and family have affect indirectly on students' entrepreneurial intentions. Overall, these
results Show that the model used in this study does predicted well effective factors on students' entrepreneurial intentions. Also help higher education authorities with identify this factors provide conditions as people more than before show tend to entrepreneurship and apart from government play role in economy. Such important certainly is involves working families and also individuals' efforts in order to promote the entrepreneurial spirit. Therefore strengthen of students' entrepreneurial spirit will be as the engine that drives the economy and warranted for many economic problems now society.
References


