

GREEN ENTREPRENEURIAL INTENTIONS OF ANNAMALAI UNIVERSITY STUDENTS IN CHIDAMBARAM

Suganya S¹

Research Scholar,

Business Administration,

Annamalai University

Dr. M. Anbumani²

Assistant Professor

Business Administration,

Annamalai University

Abstract:

There has been an increasing awareness of the need to build an environmentally friendly entrepreneur (green entrepreneurship) in the city. The number of green entrepreneurs in today's business world, where new opportunities have arisen, has increased with each passing day. Green entrepreneurship, which is very important for economic and social growth, has become more widespread and more active. A variety of studies have dealt with the issue of deciding factors influencing the green entrepreneurship intention.

This study examined the factors influencing the green entrepreneurial intentions of the final year undergraduate business administration students at the selected annamalai university and the relationship between the success of green entrepreneurship students and their green entrepreneurial intentions. The study found a strong positive association between the students' performance in green entrepreneurship and their green entrepreneurial intentions. In addition, it has been found that students with self-employed parents have higher entrepreneurial intentions than those whose parents are not self-employed.

Key words: green entrepreneurs, intentions and self-employed.

1. INTRODUCTION

Green Entrepreneurship, one of the terms that have long been used in social disciplines, is one of the most studied subjects in literature. Green entrepreneurship is a multidimensional phenomenon and an essential element of economic development; in this regard, the issue of developing green entrepreneurship arises more effectively Green entrepreneurship, which is above all a mindset, refers to the drive and capacity of an individual to evaluate an opportunity independently or within an organization and to ensure that it is suitable.

Green entrepreneurship refers to people and their interests and practices for setting up, taking over or operating a business or engaging in the strategic decision-making processes of a company. Green Entrepreneurs benefit from creativity or innovation in order to reach the market and succeed, to improve the market or to build a new market, and they are a heterogeneous group from all sectors of society.

Green business initiative is a method of an eco-entrepreneur who builds economic benefit through environmental sustainability. "Go Green" is a common term for sustainability in the 21st century that has been proposed as an eco-solution to environmental challenges. This is a new development that has turned into a continuous call by the eco-preneur, the media, international conferences, the United Nations Organization and the International Conference on Climate Change and Global Warming. This call is due to the turbulent existence of our business climate and the underestimation of natural capital. Developing economies in the world today have a higher percentage of global environmental problems (World Bank, 1995), which is why this research is needed.

The involvement of effective Green Entrepreneurs and the increase in the number of Green Entrepreneurs in a society rely on potential Green Entrepreneurs receiving green entrepreneurship and a demand for green entrepreneurship. It is therefore important to direct students with green entrepreneurial intentions towards green entrepreneurship. To this end, it is important to carry out research on green entrepreneurial intentions in order to expose potential green entrepreneurs and thus to see their shortcomings in terms of green entrepreneurship and to recognize the qualities that need improvement.

This study examined the factors influencing the green entrepreneurial intentions of the final year undergraduate business administration students at the selected annamalai university, who have a relationship between the success of green entrepreneurship students and their green entrepreneurial intentions.

GREEN ENTREPRENEURIAL INTENTION: LITERATURE REVIEW:

T. Ramayah (2019) et.al argues that Going Green has given rise to major excitement across society. Green entrepreneurial purpose, however, is still at an evolving level. The main objective of this study is to expose the connection between the theory of entrepreneurial events and the theory of cultural values with a green entrepreneurial purpose. The cross-section survey was conducted as a questionnaire survey between university students. Partial least squares approach has been implemented using the Smart PLS 3.0 data analysis programmed from 835 respondents. The findings of the results have shown that perceived desirability, perceived viability, opportunity-seeking and rationalization play a significant role in green entrepreneurial intent. The results of the study would encourage governments to explore opportunities for green entrepreneurial projects between universities. Universities can offer personalized academic courses or a training programmed to initiate a green business initiative among students. Students will benefit from understanding the basics of green entrepreneurial intent from this study.

Christina Sudyasjayanti (2017) According to Many businesses is concerned only by the benefits they gain, regardless of the threat posed to environmental sustainability. Entrepreneurial sustainability is one form of effort to reduce the impact of environmental damage that we can do today. The entrepreneurs who have business activities based on environmentally friendly movement are often assumed as a green entrepreneur, ecopreneur, or sustainable entrepreneurship. Based on Braun's (2010) study using GEI (New Ecological Paradigm) to measure attitudes toward the environment said that women are more tied to the issue of 'green' than men, so this study also uses GEI as a measurement. Samples included as many as 100 students, consisting of 50 male students and 50 female students. Hypothesis tested by the t-test to investigate the disparity in green entrepreneurial activity between male and female students. From this analysis it can be inferred that the average of the two groups

analyzed was 8 identical GEIs and 5 identical GEIs. The mean difference between the two groups was not important at 12 GEI and only 1 GEI, GEI7, was significant. It can therefore be inferred that the interest of men and women today to become a green entrepreneur is not the same but the gap is not important.

2. RESEARCH METHOD

The focus of this study is to identify factors influencing the green entrepreneurial intentions of university students and to evaluate the influence of entrepreneurship education on entrepreneurship.

The population of the sample consisted of the final year students of the Department of Business Administration of the Faculty of Annamalai University who took the MBA course. A Green Entrepreneurship Intent questionnaire was created for university students using the Green Entrepreneurship Intent Test developed by T. Ramayah (2019) et.a. The questionnaire was administered face-to-face to the students. 83 of the 110 students (75.45 per cent) responded to the questionnaire; according to the results of the score, those students who scored more than 70 out of 100 were deemed to have green entrepreneurial intentions.

3. OBJECTIVE OF THE STUDY

1. The objective of the study was to explore Intention among management student towards entrepreneurship.

4. SCOPE OF THE STUDY

This study is based on an empirical survey conducted by the researcher in the second-year management students' for Annamalai University.

5. EMPIRICAL FINDINGS.

The frequency table showing the socio-demographic characteristics of the students taking part in the questionnaire is provided below:

Table 2: Frequency Distribution

	Frequency	Percent	Cumulative Percent
<i>Gender</i>			
Female	36	43.4	43.4
Male	47	56.6	100.0
<i>Occupation of the Mother</i>			
Public sector	7	8.4	8.4
Private sector	17	20.5	28.9
Self-employed	2	2.4	31.3
Unemployed	57	68.7	100.0
<i>Occupation of the Father</i>			
Public sector	16	19.3	19.3
Private sector	25	30.1	49.4
Self-employed	32	38.6	88.0
Unemployed	10	12.0	100.0
<i>Income Status of the Family</i>			
1-10000	21	25.3	25.3
10001-20000	30	36.1	61.4
20001-30000	17	20.5	81.9
30001 and above	15	18.1	100.0
<i>Have You Worked in a Job During Your Education in the Faculty</i>			
Yes	57.0	68.7	68.7
No	26.0	31.3	100.0
<i>Do You Have a First-Degree Relative That Have Established His / Her Own Business</i>			
Yes	51	61.4	61.4
No	32	38.6	100.0
<i>Does the Faculty Education Have a Role in Encouraging You to Be An Entrepreneur</i>			
Yes	71	85.5	85.5
No	12	14.5	100.0

As shown in Table 2, 43.4% of the respondents were female, and 56.6% were male. The percentage of self-employed mothers was 2.4 while the same percentage was 38.6 for fathers. The families of the 36.1% of the students had an income between 20001 and 30000 income, and 18.1% had an income above 30000 incomes. 68.7% of the students had worked in a job during their faculty education. 61.4% of the students had a first-degree relative that had established his/her own business. Besides, 85.5% of the students stated that the faculty education played a role in encouraging them towards green entrepreneurship.

Table 2

Item	Corrected Item-Total Correlation	Note
GEI1	0,779	Valid
GEI2	0,735	Valid
GEI3	0,504	Valid
GEI4	0,872	Valid
GEI5	0,701	Valid
GEI6	0,663	Invalid
GEI7	0,903	Valid
GEI8	0,405	Valid
GEI9	0,447	Invalid
GEI10	0,776	Valid
GEI11	0,634	Valid
GEI12	0,631	Valid
GEI13	0,634	Valid
GEI14	0,454	Valid
GEI15	0,629	Valid

From the table above found that the value of correlation coefficient GEI6 only 0.063 or less than 0.3 so declared invalid. In GEI9 the result of the correlation coefficient of the calculation result is -0.047 where the result is negative and less than 0.3 so it is declared invalid. The reliability test of the 13 instrument items found that the value of Cronbach's Alpha is 0.919 where the instrument is declared reliable because the value is greater than 0.8.

Table 3

Reliability Result

Cronbach's Alpha	No of Items
0,919	15

The table 3 above shows that of the 15 items of GEI there are 15 items that indicate the difference of interest between male and female students to become a green entrepreneur.

Conclusions

The aim of the study was to explore the factors in GEI for student activities in an annamalai university. This study has confirmed that it is unrealistic the green EI. It has been found that to form the green EI, it is also important to integrate opportunity seeking and responsibility taking from the theory of cultural values. Combining the elements of green

entrepreneur and few elements from entrepreneurial cultural values students will form the intention to start green entrepreneurial venture, thereby contributing in saving the planet from greater level of environmental disaster. It is quite important that university students be interested in green entrepreneurship as a career. In addition, it was revealed that the students with self-employed fathers had higher entrepreneurial intentions than the others did. This result is also important in that it shows the role-model position of the father in our national culture.

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