

**LINKING CREATIVITY WITH TECHNOPRENEURSHIP INTENTION:  
AN EXPLORATORY STUDY AMONG SCIENCE AND TECHNOLOGY  
CLUSTER UNDERGRADUATES' OF UNIVERSITY TECHNOLOGY MARA**



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## 5.2 Enhanced Executive Summary

Creativity is the act of coming up with an idea. In order to contribute to economic growth, entrepreneurs are currently adapting creativity in their business operations. Creativity is increasingly critical to business success in order to achieve the competitive edge in the aggressive business world. Thus, realizing the importance of this criterion, this study seeks to find out level of creativity of science and technology (S&T) cluster students' of University Technology Mara and how does it affect them in terms of technopreneurship intention. The sample consisted of 226 randomly selected to science and technology undergraduate students of UiTM Shah Alam for the period of study between January to May 2011. The outcome of this study will illustrate whether S&T cluster students of UiTM have the creativity level in becoming the future technopreneurs and their ability to survive by adapting creativity and innovation at their workplace. It is found that creativity does impact one's entrepreneurial intention and should be considered as part of the overall analysis in identifying one's entrepreneurial competencies.

## **5.3 Introduction**

In recent years, the increasing numbers of technology businesses that contribute to the economy and create jobs are also due to technology entrepreneurial activities/programs initiative in the university (David F, Scott A, Karen S, 2003). Hence, academics are aware that creativity involves in encouraging an entrepreneurial mindset among students. Creativity is considered to be crucial for the management field (R.A. Proctor, 1991) and it becomes a serious investment due to the important role that creativity plays for the firms as they strive for continuous flow of innovations (Stenberg, O'Hara, & Lubart, 1997). Other than that from a social development standpoint, creativity can also be seen as a vital source for economic growth, economic competitiveness, job creation and the advancement of social interest (European Commission, 2003; Linan, et al., 2005). Hence, in light of the increasing importance creativity, this study was undertaken to specifically look into understand the level of creativity among S&T students of UiTM and to examine whether creativity has a definite link with technopreneurial intention in which can contribute students to establish, manage and support sustainable ventures.

### **5.3.1 Problem Statement**

There are a number of researches that studied the relation between creativity and entrepreneurship as well as technopreneurship. However there are none that really focuses on the specific creativity traits that actually affect the inclination of students to choose to be a technopreneur. Hence, this study will examine does creativity has an impact on technopreneurship intention.

### **5.3.2 Objectives**

The main objectives of the study are as follows:

- i. To identify level of creativity among Science and Technology undergraduates of UiTM.