



**RELATIONSHIP BETWEEN PERSONALITY, HUMAN CAPITAL,
AND SOCIAL CAPITAL TOWARDS SOCIAL ENTREPRENEURIAL
INTENTIONS AMONG THE PUBLIC UNIVERSITY STUDENTS**

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ABSTRACT

Although there are numbers of studies on social entrepreneurial intention, student involvement in entrepreneurial activities are becoming one of the main attraction and concerns among researchers nowadays. The purpose of this research is to examine the determinants of social entrepreneurial intention among public university students in Kota Samarahan, Sarawak. The independent variables involved in this research are social entrepreneurial personality, social entrepreneurial human capital, and social entrepreneurial social capital while the dependent variable is social entrepreneurial intention. The foundations of the social entrepreneurial personality, social entrepreneurial human capital, social entrepreneurial social capital, and social entrepreneurial intention were assessed using a validated questionnaire. A total of 314 respondents in both public universities participated in the survey. The public university involved in this research are Universiti Teknologi MARA (UiTM) and Universiti Malaysia Sarawak (UNIMAS). Data obtained were then analysed using Statistical Package for Social Science (SPSS) version 22. The empirical results indicate that the social entrepreneurial human capital and social entrepreneurial social capital were found to be significant with strong correlation and positive relationship with the social entrepreneurial intention scale. Meanwhile, the relationship between social entrepreneurial personalities was found to be significant with moderate correlation and positive relationship with social entrepreneurial intention. The main contribution of this paper has provided empirical evidence about the relationship between social entrepreneurial personalities, human capital, and social capital on social entrepreneurial intention. Moreover, it reveals what is the factor that influencing the most on the social entrepreneurial intention among public university students specifically in Kota Samarahan area. Areas for future research are also discussed in this research.

Keywords: Social Entrepreneurial Intention, Social Entrepreneurial Personalities, Social Entrepreneurial Human Capital, Social Entrepreneurial Social Capital

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CHAPTER 1

INTRODUCTION

1.1 Preamble

The objective of this research is to explore the social entrepreneurial intention among public university students in Sarawak. This chapter includes of research background, research problem or research motivation, research questions, research objectives, research scope, research significance, research limitation and constraints, definition of research terminologies, and outline of the research report.

1.2 Research Background

Social entrepreneurship is becoming one of the main attractions among researchers nowadays and becoming crucial to every country since the era of globalization because the growth of entrepreneurial activities will help in creating jobs for society, reducing the unemployment rate (Azhar, Javaid, Rehman, & Hyder, 2010). Nafukho and Halen Muyia (2010) also have proved that entrepreneurship activity is vital in creating and improving a healthy economy. This statement was supported by Dickson, Solomon, and Weaver (2008) where the growth of entrepreneurship and social entrepreneurship is significant to a country's economy.

Based on the report done by the Global Entrepreneurship monitor (GEM) in 2014, Malaysia is one of the lowest percentage of population which specifically aged of 18 years old to 64 years old that have intentions towards entrepreneurial with only 11.6% and the efforts of the media attention for entrepreneurship with 69.8% still below average as compared to other countries (GEM, 2014).

CHAPTER 2

LITERATURE REVIEW

2.1 Preamble

This chapter will discuss in detail the relevant literatures from past researchers that are significant with the purpose of this research on the study on social entrepreneurship, social entrepreneurial intention among public university student, personality, human capital, and social capital. Besides that, this chapter will discuss on the relationship between personality, human capital and social capital towards social entrepreneurial intention. To ensure a thorough scientific approach, the research of social entrepreneurial intentions formation is based on existing relevant theories. In addition, this chapter also include the theoretical framework and Hypothesis development underlying the purpose of this study.

2.2 Historical and Background of Social Entrepreneurship in the Malaysia Scenario

2.2.1 Historical and Background

Malaysia realizes that a social entrepreneurship strategy is one of the most important and sustainable practices for social benefit. Social entrepreneur is not only focuses on the profit gain but it is more on sharing profit with the community through social entrepreneurship or in business entity form it is called as social enterprises which the place to generate ideas and value (Al-Haj, 2016).