

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY
STUDIES**



**A COMPARATIVE STUDY ON FACTORS CONTRIBUTING TO
THE READINESS AMONG STUDENTS IN UITM CAMPUS 2
SAMARAHAN IN ENTREPRENEURIAL CAREER**

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ABSTRACT

The purpose of this study was to identify the factors contributing to the readiness among students in UiTM Campus 2 Samarahan in entrepreneurial career. This study was carried out between March 2023 until January 2024. This study employed Simple Random Sampling in collecting the data. The result of the study revealed two essential findings. Firstly, majority of respondents agreed that the factors contributing to the readiness among students in UiTM Campus 2 Samarahan in entrepreneurial career is university support, family and friends support and government support. Second, there is a significant relationship between student readiness in entrepreneurship and university support, family and friends support and government support.

Keywords: Entrepreneurial Career, Readiness and Students in UiTM Campus 2 Samarahan

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1.2 Background of Study

Entrepreneurship is seen as essential to driving innovation, generating jobs, as well as stimulating economic growth, particularly in emerging economies (as cited in Sim et al., 2021). People who choose to work independently by founding or running their own business ventures pursue an entrepreneurial career (Sarpong et al., 2021). Since entrepreneurship is one of among the most important human endeavors that encourages a country's economic growth as well as competitiveness. It promotes innovation as well as technological advancement, boosts productivity through greater competition, as well as reduces unemployment by generating new jobs (as cited in Kallas, 2019). For instance, one of the pillars of Russia's Development Policy is the promotion of entrepreneurship as a career option or career choice as well as the support for small-and-medium sized businesses. In the World Bank's Doing Business 2020, out of 190 countries Russia is a country that ranked 28th after making significant improvements over time (Staff, 2019). Russian society shows a positive mindset towards entrepreneurship. Entrepreneurship is regarded as a career choice thereby the people in the country find the entrepreneurial profession to be appealing as well as places a high value on the social standing of entrepreneurs. The government body has spent billions in promoting entrepreneurship as well as over the past 20 years, as infrastructure and technological investments have become more important the entrepreneurship has captivated academic interest. Prior to deciding on a career, Higher Education is a crucial phase. It is because students are viewed as potential entrepreneurs, entrepreneurship researchers have therefore focused on the students in a number of research studies. Numerous studies have discovered that young university of students as well as entrepreneurs are thereby more receptive to utilizing the latest technologies and have the necessary skills to be inventive which beneficially affects the students' perception of behavioral control as well as interest in starting own business (as cited in Uskuri and Sesen, 2021).

Entrepreneurship is thereby one of the pillars supporting the socio-economic growth in Malaysian country. However, until the late 1970s, many of young graduates still preferred to work in the public sector as well as entrepreneurship was not regarded as an opted for career. It was the Privatization Policy, implemented in 1983 (as cited in Hassan et al., 2020) that later inspired students to pursue careers in the private corporate

2.2 Literature Review

2.2.1 Entrepreneurial Career among students in Malaysia

People that choose an independent way of life and establish or manage their own businesses pursue an entrepreneurial career (as cited by David et al.,2021). The desire to pursue entrepreneurship as a career has increased, and university students need to be encouraged to adopt an opportunity-focused entrepreneurial mindset. The crucial role of entrepreneurship, giving students the chance to discover or cultivate entrepreneurial objectives is relevant. Universities ought to focus on turning out graduates who are not only looking for work but also creating it (Tomy and Pardede, 2020). Today, many nations are beginning to realize the importance entrepreneurship is to building a sustainable economy. Additionally, it may reduce unemployment and provide opportunities for employment in nations that are developing (as cited (Othman & Nasrudin, 2016). However, university students' and graduates' insensitivity prevents them from making an entrepreneurial job as a top choice. Due to misperceptions and a lack of confidence, the majority of college students are unaware of potential in the field of entrepreneurship. Several strategies have been used to encourage people in general, and students in particular, to become entrepreneurs with the intention of generating employment opportunities, including the provision of soft loans to entrepreneurs to buy equipment to start a business (as cited in Norasmah and Tengku Nor Asma, 2018).

Environments that are encouraging can also help people decide to pursue an entrepreneurial career (Morris et al.,2017; as cited in Tomy and Pardede, 2020). It has been demonstrated that entrepreneurship education programmes increase students' marketability, address youth unemployment issues, raise the socioeconomic status of society, and narrow the gap between rich and poor groups. Entrepreneurship education programmes can also increase students' inclination to become entrepreneurs (Ministry of Higher Education, 2016; as cited in Dahalan et al.,2020).

Entrepreneurship not only assists to eradicate poverty, but as a positive entrepreneurship encouragement culture is also expected to enhance the overall well-being among the people (Fritsch et al.,2019) through the economic growth. To further