

POSTGRADUATE ENTREPRENEURIAL INTENTIONS AMONG AAGBS STUDENTS

Sahaida Laily Binti Md Hashim¹
Hamidah Binti Ramlan ¹
Nur'Ain Binti Salehudin
Nur Najwa Binti Hashim
Intan Syamimi Binti Suhaimi

¹Department of Finance and Economics, COBA, Universiti Tenaga Nasional

Accepted date: 29 July 2017

Published date: 2 October 2017

To cite this document:

Md.Hashim, S.L., Ramlan, H., Salehudin, N., Hashim, N.N. & Suhaimi, I.N. (2017). Postgraduate Entrepreneurial Intentions among AAGBS Students. *International Journal of Accounting, Finance and Business*. 2 (5): 1-14.

Abstract: *Malaysian government has begun to embark on entrepreneurship development among students. Thus, this study integrates the factors that influences entrepreneurial intentions among Arshad Ayub Graduates Business School (AAGBS) in the year 2015. Proportionate stratified random sampling were used on 150 respondents using self-administered questionnaires among postgraduate students in AAGBS. The data then been analyzed by using SPSS version 22.0 and measure the reliability test, descriptive analysis, Pearson correlation and Multiple Linear Regression analysis between the level of each component of the theory of planned behavior and personal traits and entrepreneurial intention. Overall results shows that the current students of AAGBS are highly interested as to choose to be as an entrepreneur as their best career and the research objectives were achieved.*

Keywords: *Entrepreneurial Intention, Theory of Planned Behaviour, Personal Traits, AAGBS, Postgraduate*

Introduction

Entrepreneurship as a procedure of producing value through unique resource combinations that exploit an opportunity. Morris (2006) further describes it as a distinct way of thinking and acting. According to Mustapha et al. (2014), entrepreneurship has become an important agenda in the Malaysian Education System. The Malaysian government has begun to embark on entrepreneurship development among students. Huge budget was allocated by the Ministry of Higher Education (MOHE) in order to drive entrepreneurship activities among the students in universities. All activities conducted are to increase students' intentions to be entrepreneurs. It is really significant to the university to know roughly the final year students' intentions to choose entrepreneurship as their profession in the hereafter. MOHE targets about 6,000 graduates to become entrepreneurs in 2013-2015 for the implementation of Entrepreneurial

Strategic Plans from year 2013 to 2015. According to Portes & Rumbaut (2006), minorities in particular benefit from gaining opportunities to grow commercial enterprises. The entrepreneurial development has been growing up steadily in Malaysia. Referable to the grandness of the entrepreneurial sector, it has become one of the national agendas in many countries such as Malaysia, Thailand and Philippines (Khan & Almoharby, 2007).

Arshad Ayub Graduate Business School, UiTM (AAGBS) was established since 1984 and owns a world class reputation for being at the frontier of excellence in postgraduate studies. The founder of Arshad Ayub Graduate Business School is YBhg. Tan Sri Dato Seri Utama Arshad Ayub. AAGBS is one of the Malaysia's best universities in research and learning, and the principle feature of the AAGBS doctoral programs is an emphasis on high calibre research, with a goal to supply students with a strong conceptual and methodological foundation so that they can be great leaders in the origination and diffusion of knowledge. AAGBS also train students to be excellent educated teachers in passing the graduate school of business or in any other research establishments. As the biggest graduate studies faculty, AAGBS offers Ph.D. and Masters Students' excellent scholarly support for employment in their respective areas.

This study aimed at looking at the entrepreneurial intention among AAGBS students. The study intends to explore the probable factors that may lead to the entrepreneurial intention among AAGBS students in UiTM Shah Alam. Many studies have been done in Europe, Asia, and South Africa on the entrepreneurial intention among undergraduate students (Ismail et al., 2009; Fatoki, 2010). However, there are a few studies done with the entrepreneurial intention among postgraduate students, especially in AAGBS, UiTM Shah Alam. Furthermore, there are inadequate exposure and support towards entrepreneurial fields in AAGBS. Therefore, the purpose of this study is to determine whether entrepreneurial intentions exist among AAGBS students.

Researchers want to examine the level of each component of the theory of planned behavior and personal traits and entrepreneurial intention besides to assess the relationship between the attitudes toward behavior, subjective norm, perceived behavioural control, need for achievement, internal locus of control and risk taking propensity and entrepreneurial intention. In addition, this study integrates to determine which components of the theory planned behavior that gives the most influence to entrepreneurial intention, to determine which components of the personal traits that gives the most influence to entrepreneurial intention and last but not least to provide recommendations based on the findings of the study.

Literature Review

Academic construct

Prior research provides a valuable context for work on measuring a construct (Cronbach & Meehl, 1955). A construct also has been used by social scientists to help explain empirical data on a phenomenon or to conceptualize unobservable or immeasurable elements of a domain of study to formulate a theory. Some constructs are thought to be relatively independent of context, whereas others seem to be much dependent on or affected by context (Donnelan et al., 2009). According to Thompson (2009), individual entrepreneurial intention is a key construct in research on new business formation. Entrepreneurial intention is likely to remain an important construct in research relating to enterprising individuals, their cognitions of business opportunities, and their decisions of whether or not to risk exploiting them by creating new

ventures (Palich & Bagby, 1995). In social science research, the variables itself are the academic constructs of a particular research. Therefore, entrepreneurial intention, theory planned of behavior which consist of attitude towards behavior, subjective norm, perceived behavior control and personal traits which consist of need for achievement, internal locus of control and risk taking propensity are the construct in conducting this study.

Entrepreneurial intentions

Mitton (1989) describes entrepreneurs as those who have certain psychological characteristics such as a commitment to their work also a need for total control and a liking for uncertainty and challenge. Furthermore, entrepreneurship is an intentional creation or transformation of an organization for the purpose of creating or adding value through organization of resources while intention is defined as a state of mind, directing attention, experience, and action toward a specific goal or pathway to its achievement (Bird & Jelinek, 1988). Goal setting, communication, commitment, organization, and other kind of work are guided by entrepreneurs' intention (Bird, 1988). Tanveer et al., (2013) studied on the entrepreneurial intentions in Pakistan by examining the relationship between the intentions with personality trait. It was concluded that there is a large bulk of potential entrepreneurs in Pakistan that can be developed and groomed by using appropriate measures. Linan et al., (2013) tested on the cross-cultural applicability model across two different countries which are Great Britain and Spain and the results indicates that by enhancing the level of knowledge and awareness about entrepreneurship, it would increase self-efficacy perceptions and hence, entrepreneurial intentions.

Theory of Planned Behavior (TPB)

The theory of planned behavior was proposed by Ajzen (1991) and may help in understanding the behavior of people. It is a theory which predicts deliberate behavior because behavior can be deliberative and planned. As a general rule, if the intention to engage in a behavior is strong, so the more likely should be the performance. According to TPB, there are three conceptually independent determinants of intention which are attitude toward the behavior, subjective norm and perceived behavioural control as shown in Figure 1 below. Apart from that, TPB distinguishes between three kinds of salient beliefs which are behavioral beliefs which are assumed to influence attitudes toward the behavior; normative beliefs which constitute the underlying determinants of subjective norms; and control beliefs which provide the basis for perceptions of behavioral control. However, the relative importance of attitude toward behavior, subjective norm and perceived behavioral control in predicting the intention is expected to vary across behaviors and situation. In a meta-analysis of 185 independent studies using the TPB model, Armitage & Conner (2001) found that TPB could explain 27 percent of behavior and 39 percent of entrepreneurial intention.

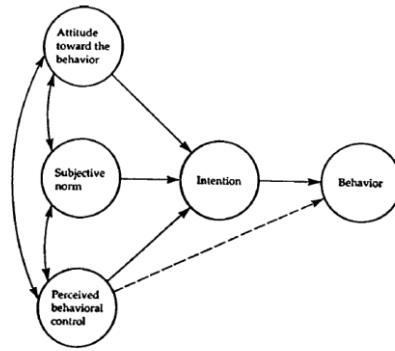


Figure 1: Theory of Planned Behavior (Ajzen, 1991)

Attitude towards risk

According to Ajzen (1987), personal attitude behavior is defined as to what extent a person holds favorable appraisal for a particular behavior. Attitude toward behavior refers to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question (Ajzen, 1991). It is assumed to have two components which work together which are behavioral beliefs and also outcome evaluations. Swann et al., (2007) also supported Ajzen's attitude towards the behaviors as driver of intent and noted that attitudes have an important place in psychological science and people's views do matter. The more positive an individual finds an entrepreneurial experience, the stronger would be the attractiveness of an entrepreneurial career (Krueger, 1993). Moriano et al., (2011) also applied the TPB to examine the role of culture in entrepreneurial intentions of six Asian and European countries. The study found attitude toward entrepreneurship to be the strongest predictor of intentions across cultures. Furthermore, Aslam et al., (2012) found that there is a positive and significant relationship between the attitude toward behavior and the intention toward entrepreneurship where if the attitude toward the behavior related to entrepreneurship increases, the intention toward entrepreneurship also increases.

Subjective norms

Individuals are more likely to hold positive attitudes towards entrepreneurship when their decision to engage in is approved by significant others in their environments and entrepreneurship is positively valued by those close to them. According to Moriano et al. (2011), subjective norm is the only predictor that varied across cultures and was the least significant indicator of entrepreneurial intention. Social norms and values regarding entrepreneurship contribute to the formation of positive attitudes towards entrepreneurship (Malebana, 2014). The more individuals perceive that significant others would approve of them when performing a specific behavior, the likelihood of engaging in the behavior increases. This also has a positive effect on perceptions regarding the personal capability to execute the behavior and its attractiveness (Linan et al., 2011). However, the finding is contrast to Krueger et al. (2000) who found that subjective norm has no substantial influence on the entrepreneurial intention.

Perceived behavioral control

Researchers vary in their use of the term and frequently use the terms perceived behavioral control, self-efficacy and internal locus of control interchangeably, or with little clarification of the differences between these terms (Krueger et al., 2000). They found that perceived self-

efficacy is positively and significantly correlating with entrepreneurial intentions. Luthje & Franke (2004) revealed that students' intention to entrepreneurship is directly influenced by perception towards entrepreneurship enablers and obstacles. Particularly, the more positive the students perceive the support for entrepreneurship, the stronger their entrepreneurial intention is. Similarly, Swann et al. (2007) reported that individual's behavior is highly influenced by confidence in their ability to perform the behavior necessary to be successful. The role of the perceived behavioral control, which is most compatible with the self-efficacy, is firmly established in the research (Gerba, 2012).

Personality traits

Entrepreneurs have been found to possess higher scores of tolerance for ambiguity, internal locus of control, proactive personality, self-efficacy and need for achievement compared to the non-entrepreneurs in explaining business success and intention (Crant, 1996). The need for achievement, locus of control, risk-taking propensity, Type A of behavior and tolerance for ambiguity are the kinds of personality traits necessary to entrepreneurs (Chen & Lai, 2010). Generally, the main psychological characteristics associated with entrepreneurship in the literature are internal locus of control, propensity to take risk, self-confidence, need for achievement, tolerance of ambiguity and innovativeness (Ferreira et al., 2012). However, Brockhaus (1982) adapted three personality traits are consistently associated with entrepreneurial intention which is need for achievement, internal locus of control and risk-taking propensity.

Need for achievement

According to Indarti et al. (2010), when people are faced with tasks that possess such attributes (i.e. variety and identity) to a higher degree, it is expected that they (i.e. high achievers) will respond with high level of performance which end in self-satisfaction. Individuals with high need for achievement will contribute more in entrepreneurial activity. The result shows that the need for achievement is the strongest predictor of entrepreneurial intention. Collins et al., (2004) found achievement motivation significantly correlated with entrepreneurial career choice and performance. Owoseni (2014) examined the influence of personality traits and entrepreneurial intentions and the results found that there is a significant relationship between need for achievement and entrepreneurial intention. The people who have a high achievement motivation are encouraged to start their own business as it may help reducing the rate of unemployment in a country.

Internal locus of control

Potential entrepreneurs have an internal locus of control orientation more than external because risk and ability perception that effect results are important for a new venture decision (Brockhaus, 1982). Goksel & Aydintan (2011) studied the effects of personality traits on the individual's propensity to entrepreneurship by carrying out on 175 students of business administration in Turkey. It was found that the personality traits did increase the entrepreneurial intentions, which are affected more by internal locus of control than any other factors. Many studies suggest the existence of a positive correlation between orientation to locus of control and entrepreneurship (Robinson et al., 1991 Ahmad et al., (2014) examined the contributing factors to the entrepreneurial intentions among university students in Malaysia. Three main factors namely personality, creativity and locus of control leading to the interest in entrepreneurship. The result shows the correlation between entrepreneurial intention and locus

of control was significant. With internal locus of control, the students will perform good attitude against entrepreneurial intention and high possibility to become an entrepreneur (Khan et al., 2011).

Risk taking propensity

Cramer et al., (2002) stated that risk-taking propensity differentiates entrepreneurs from others. Besides, it has been recognized that risk-taking propensity play a vital role in creating entrepreneurial intentions (Kickul & Gundry, 2002). Nishantha (2009) identified that risk-taking propensity are highly contributed for developing positive attitude toward entrepreneurship. The most important in starting a business is the ability to bear ambiguity and risk propensity. In accordance with Gomezelj & Kusce (2013) who studied on the influence of personal factors on entrepreneurs' performance, the entrepreneur is always trying to understand risk, control it and reduce it as far as possible in which it may give positive impact to the performance of the business of the entrepreneur. However, the result showed negative correlation between the propensity for risk taking and entrepreneur's performance. It may be explained by the fact that the entrepreneur who reluctantly takes risk will be more satisfied with the business performance.

Research Methodology

The survey is conducted in Arshad Ayub Graduate Business School (AAGBS) by distributing questionnaires among postgraduate students through proportionate stratified random sampling. Researchers decided the samples of the data collection is consist of 159 students from the total population in AAGBS.

This research is studied on the entrepreneurial intention among postgraduate of the master level students at AAGBS in UiTM Shah Alam. The study focuses on only three programmes instead of the seven that offer by AAGBS which are Master of Business Administration (Full Time), Master of Business Administration (Fast Track), and Master of Islamic Banking and Finance (MIBF). The variables use in this study is the theory of planned behavior, personal traits, and entrepreneurial intention. Theory of planned behavior consists of attitude towards the behavior, subjective norms and perceived behavioural control in which it can determine the intentions and the action of an individual. The personal traits components are the need for achievement, internal locus of control and risk-taking propensity.

Model equation

$$EI = a + b_1AB + b_2SN + b_3PBC + b_4NA + b_5LC + b_6RT$$

Where,

EI = Entrepreneurial Intention

AB = Attitude towards Behavior

SN = Subjective Norm

PBC = Perceived Behavioral Control

NA = Need for Achievement

LC = Internal Locus of Control

RT = Risk Taking Propensity

Data Analysis and Interpretation

Reliability analysis

Table 1: Cronbach's Alpha

Variables	No of item	Cronbach's Alpha
Entrepreneurial Intention	5	0.942
Attitude Towards the Behavior	5	0.799
Subjective Norm	5	0.785
Perceived Behavioral Control	5	0.783
Need for Achievement	4	0.923
Internal Locus of Control	4	0.822
Risk Taking Propensity	4	0.822

From Table 1, it interprets that the reliability testing and Cronbach's Alpha value of entrepreneurial intention and need for achievement is 0.942 and 0.923 respectively which can be considered as good. For the risk taking and internal locus of control, there is having same value of Cronbach's alpha, which is 0.822 and it considers also as good reliability. For the perceived behavioral control, subjective norm and attitude towards the behavior, the Cronbach's alpha value is 0.783, 0.785 and 0.799 respectively which are considered as acceptable. In conclusions, according to Sekaran (2009), this study shows that all items in the questionnaire have a good and acceptable of Alpha Coefficient Range.

Descriptive analysis

Table 2: Descriptive Analysis

Variables	Mean	Standard Deviation
Attitude Towards the Behavior	4.15	0.641
Subjective Norm	3.83	0.662
Perceived Behavioral Control	3.42	0.669
Need for Achievement	3.76	0.803
Internal Locus of Control	3.96	0.563
Risk Taking Propensity	3.80	0.722
Entrepreneurial Intention	3.89	0.865

Table 2 shows the descriptive means and standard deviations for the attitude towards behavior, subjective norm, perceived behavioral control, need for achievement, internal locus of control, risk taking propensity and entrepreneurial intention. Except for attitude towards behavior, the other variables have moderate means where their means are between 3.00 and 3.99. The highest mean is 4.15 which belong to attitude towards behavior while perceived behavioral control has the lowest mean among the variables which is 3.42.

In term of descriptive analysis for each variable, the highest rating for mean is 4.15 which belong to attitude towards behavior. This is also supported by Moriano et al. (2011) whereby it is found that attitude toward behavior is the strongest predictor of entrepreneurial intention. Furthermore, the highest mean for item "A career as entrepreneur is attractive for me" indicates that mostly students feel contented to choose entrepreneur as their attractive career to be after graduating. While the lowest mean is 4.01 for item "I believe that if I were to start my business, I will certainly be successful". According to Swann et al. (2007) said that the attitude towards the behaviors as driver of intent and noted that attitudes have an important place in

psychological science and people’s views do matter. Linan et al. (2013) also said that personal attitude towards becoming an entrepreneur refers to the extent of positive valuation about the start-up of a new venture. While Krueger et al. (2000) discovered that the one’s attitude towards action affect the person’s intention to entrepreneurship with attitude is found to be the most influential factor.

On the other hand, the lowest mean in the result of descriptive analysis for each variable is perceived behavior control which is 3.42. Perceived behavioral control is determined by control beliefs concerning the availability of factors that can facilitate or impede performance of the behavior (Ajzen & Cote, 2008). The highest mean is for item “If I want, I could become self-employed after my studies”. It means that the respondents agreed that they could become self-employed after their studies if they want to. On the other hand, the lowest mean is for statement “To start a firm would be easy for me” which indicate that the respondents feel that to create a firm is not easy for them. This is probably because they do not know or being exposed to the entrepreneurial activities. This is also supported by statement “I know how to develop an entrepreneurial project” whereby become the second lowest mean. According to Malebana (2014) found that the more positively individuals feel about their capability, the higher would be their level of intention to start a business. Therefore, how they perceived on their capabilities will influence them to start a business.

Correlation analysis

Table 3: Correlation of Measures

Measures	1	2	3	4	5	6	7
Attitude Towards the Behavior (1)	1						
Subjective Norm (2)	0.622	1					
Perceived Behavioral Control (3)	0.563	0.627	1				
Need for Achievement (4)	0.495	0.325	0.496	1			
Internal Locus of Control (5)	0.601	0.317	0.322	0.572	1		
Risk Taking Propensity (6)	0.606	0.563	0.411	0.409	0.574	1	
Entrepreneurial Intention (7)	0.727	0.587	0.458	0.236	0.394	0.596	1

From Table 3, the correlation result indicates that attitude towards behavior has a significant positive relationship with the entrepreneurial intention ($r = 0.727$). It explains that when the attitude towards behavior is good, the entrepreneurial intention among the students will be high. As for the subjective norm, it has significant positive relationship with the entrepreneurial intention ($r = 0.587$). It indicates that the higher the support and encouragement from the people around the student, the higher the intention of the respondent to be entrepreneur. Moreover, the correlation analysis represents that perceived behavioral control has a significant positive relationship with the entrepreneurial intention ($r = 0.458$). It means that if the perceived behavioral control is high, it will lead to the high entrepreneurial intention among the students. According to the past researcher, whereby Krueger et al. (2000) found that perceived self-efficacy is positively and significantly correlating with entrepreneurial intentions. Particularly, the more positive the students perceive the support for entrepreneurship, the stronger their entrepreneurial intention is. Similarly, Malebana (2014) found that perceived behavioral control was positively significantly associated with entrepreneurial intention among rural university students. The result suggested that the more positively individuals feel about their capability, the higher would be their level of intention to start a business.

Need for achievement also has a significant positive relationship with entrepreneurial intention ($r = 0.236$). Low need for achievement will lead to the low intention to be entrepreneur among the students. This is supported by Owoseni (2014) which examined the influence of personality traits and entrepreneurial intentions and the results found that there is a significant relationship between need for achievement and entrepreneurial intention. The people who have a high achievement motivation are encouraged to start their own business as it may help reducing the rate of unemployment in a country.

In addition, there is a significant positive relationship between the internal locus of control and entrepreneurial intention ($r = 0.394$). This clarify that high internal locus of control will result in high inclination to be entrepreneur. When the respondents are highly believed in themselves, they tend to choose entrepreneur as their career. This is supported by Ahmad et al. (2014) which examined the contributing factors to the entrepreneurial intentions among university students in Malaysia. The result shows the correlation between entrepreneurial intention and locus of control was significant. Similarly, Ayodele (2013) investigated the relationship between gender, socioeconomic status, age, locus of control, entrepreneurial self-efficacy and entrepreneurial intention among Nigerian students. The result revealed a significant positive relationship between entrepreneurial intention and locus of control.

Besides, the risk taking propensity is positively correlated to the entrepreneurial intention ($r = 0.596$). So the students who are the risk takers will have more entrepreneurial intention compared to the others. This is supported by Nishantha (2009) which identified that risk-taking propensity are highly contributed for developing positive attitude toward entrepreneurship. Similarly, a study on the entrepreneurial intention of business students in Bangladesh by Uddin & Bose (2012) indicated that risk-taking propensity was statistically significant in determining the students' intention to become an entrepreneur.

Multiple regression analysis

Table 4: Multiple Regression Result for Theory Planned Behavior Components

Variables	Entrepreneurial Intention				
	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std Error	Beta		
Constant	-2.550	1.625		-1.570	0.119
Attitude Towards the Behavior	0.806	0.097	0.597	8.291	0.000
Subjective Norm	0.300	0.100	0.229	3.002	0.003
Perceived Behavioral Control	-0.270	0.090	0.022	-0.298	0.766
R-Square	0.559				
Adjusted R-Square	0.550				

Based on the table above, it shows that R Square (R²) is 0.559 which means that 55.9 percent of entrepreneurial intention was significantly explained by attitude towards behavior, subjective

norm and perceived behavioral control. The remaining percentages 44.1 percent are being affected by the other factors. As referring to the standardized coefficient (Beta), it indicates that among the components of theory planned behavior, attitude towards behavior has the greatest influence towards the entrepreneurial intention among AAGBS students as its beta is the highest, 0.597. This is supported by Luthje & Franke (2004) which found that in their studies person's attitude to work independently have a strong and positive relationship towards the intention to be an entrepreneur.

Table 5: Multiple Regression Result for Personality Traits Components

Variables	Entrepreneurial Intention				
	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std Error			
Constant	4.641	2.049		2.264	0.025
Need for Achievement	-0.071	0.108	-0.052	-0.656	0.513
Internal Locus of Control	0.200	0.171	0.104	1.171	0.243
Risk Taking Propensity	0.835	0.120	0.558	6.970	0.000
R-Square	0.361				
Adjusted R-Square	0.348				

Based on the multiple regression result in the Table 5 above, it shows that R Square (R²) is 0.361 which means that 36.1 percent of entrepreneurial intention was significantly explained by need for achievement, internal locus of control and risk taking propensity. The remaining percentages, 63.9 percent are being affected by the other factors. As referring to the standardized coefficient (Beta), it indicates that among the components of personality traits, risk taking propensity has the greatest influence towards the entrepreneurial intention among AAGBS students as its beta is the highest, 0.558. This is supported by Nishantha (2009) which identified that risk-taking propensity are highly contributed for developing positive attitude toward entrepreneurship.

Conclusion and Discussion

There are five objectives in this study, firstly to examine the level of each component theory of planned behavior and personal traits and entrepreneurial intention. Secondly to assess the relationship between the attitudes toward behavior, subjective norm, perceived behavioral control, need for achievement, internal locus of control and risk taking propensity and entrepreneurial intention. Next to determine which components of theory planned behavior that gives the most influence to entrepreneurial intention and to determine which components of personality traits that gives the most influence to entrepreneurial intention. The last but not least, to make the recommendation based on the findings of the study. Researchers have tested the data by using descriptive analysis, reliability test, Pearson correlation and multiple regressions via SPSS approach. The findings of descriptive analysis show that the most all of

the elements are at moderate and high. The reliability test results show that all the components of entrepreneurial intention are good and acceptable. The Pearson correlation result shows that all the components which are attitudes toward behavior, subjective norm, perceived behavioral control, need for achievement, internal locus of control and risk taking propensity have a significant relationship with entrepreneurial intention. The Multiple Regression shows that the attitudes toward behavior in the Theory Planned Behavior and Risk taking propensity in the Personality Traits are the most influence to the entrepreneurial intention among AAGBS students.

Overall results shows that the current students of AAGBS are highly interested as to choose to be as an entrepreneur as their best career. In relation with research findings, the level of attitude toward behavior item "A career as entrepreneur is attractive for me" (m= 4.28) which can be considered as high mean. It indicates that many respondents feel contented towards of being as an entrepreneur is attractive and interesting career for them instead of working in the industry. This is the opportunity for the AAGBS to create more entrepreneurs relatively among their current students. This is also one of initiatives to reduce the unemployment numbers of person which is has been increases nowadays.

Recommendation

The level of subjective norm item which is "There is a well-functioning support infrastructure in my university to support the start-up new business" (m=3.79) which can be considered as moderate mean but second lowest among the other items. It means that respondents have agreed that there were lack of functioning support from the university to support the start-up new business or exposing students in entrepreneurial field. As stated in AAGBS's vision whereby to become a leading Graduate Business Institution is producing professional and ethical industry leaders committed to nation building and global competitiveness. The current students of AAGBS are more being exposed to become professional manager in the industry or company instead of being manager for their own company as well as become as an entrepreneur.

Therefore, AAGBS should create or offering Entrepreneurial subject as for give some education and also as for learning process in order to become a successful entrepreneur. As according to Scholten et al. (2004), university should create or provide entrepreneurship education at the early stage so that students will be more exposed and can get well knowledge about entrepreneurship. Not only that, it can also sustaining the students' interest in entrepreneurship field as based on the result 78.7 percent said, 'Yes' for question "Do you want to be an entrepreneur?".

Furthermore, the level of risk taking propensity item "I will start my own business if I detect an opportunity" (m=4.10) which can be considered as high mean. The respondents agreed that they will start their own business if there can get such opportunity to do so. The „Opportunity“ is commonly comes from their external factors which include family, friends, networking and also from university. Therefore, AAGBS should create and organize many programmes or activities which related to entrepreneurship field which enable to enhance students' knowledge about entrepreneurship. According to the Ismail et al. (2009), they also said that university should create and organize many activities related with entrepreneurship such as workshops, business proposal, managing small business in campus which students can preparing themselves in managing their own business or get some experiences regarding entrepreneurship.

As according to Mustapha et al. (2014), entrepreneurship has become an important agenda in the Malaysian Education System. The Malaysian government has begun to embark on entrepreneurship development among students. It is tested with huge budget allocated by the Ministry of Higher Education (MOHE) in order to drive entrepreneurship activities among the students in the universities. All activities conducted are to increase students' intentions to be entrepreneurs. It is really significant to the university to know roughly the final year students' intentions to choose entrepreneurship as their profession in the hereafter. MOHE targets about 6,000 graduates to become entrepreneurs in 2013-2015 for the implementation of Entrepreneurial Strategic Plans (2013-2015). So, AAGBS' students should be included in the MOHE's targets as matching with the interest and intention of current students of AAGBS who want to be a successful entrepreneur.

References

- Ahmad, S., Zani, R., Zakaria, A., Omar, M., & Seman, M. (2014). Contributing Factors to Entrepreneurial Intentions among University Students. *4th International Conference on Management Proceeding*, (pp. 165-174). Bali, Indonesia.
- Ajzen, I. (1987). Attitudes, Traits and Actions: Dispositional Predictions of Behavior in Personality and Social Psychology. *Advances in Experimental Social Psychology*, 1-63.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 179-211.
- Ajzen, I., & Cote, N. (2008). Attitudes and the Prediction of Behavior. In W. D. Crano, & R. Prislin. New York: Psychology Press.
- Armitage, C., & Conner, M. (2001). Efficacy of the Theory of Planned Behaviour: A meta-analytic review. *British Journal of Social Psychology*, 471-499.
- Aslam, T., Awan, A., & Khan, T. (2012). An Empirical study of Family back ground and Entrepreneurship as Career selection among University Students of Turkey and Pakistan. *International Journal of Business and Social Science*, 118-123.
- Ayodele, K. (2013). Demographics, Entrepreneurial Self-efficacy and Locus of Control as Determinants of Adolescents' Entrepreneurial Intention in Ogun State, Nigeria. *European Journal of Business and Social Sciences*, 59-67.
- Bird, B. (1988). Implementing Entrepreneurial Ideas: The Case for Intention. *The Academy of Management Review*, 442-453.
- Bird, B., & Jelinek, M. (1988). The Operation of Entrepreneurial Intentions. *Entrepreneurship Theory and Practice*, 21-29.
- Brockhaus, R. (1982). The Psychology of the Entrepreneur. *Encyclopedia of Entrepreneurship*, 39-57.
- Chen, Y., & Lai, M. (2010). Factors Influencing the Entrepreneurial Attitude of Taiwanese Tertiary-Level Business Students. *Social Behavior and Personality*, 1-12.
- Collins, C., Hanges, P., & Locke, E. (2004). The Relationship of Achievement Motivation to Entrepreneurial Behavior: A Meta-Analysis. *Human Performance*, 95-117.
- Cramer, J., Hartog, J., Jonker, N., & Praag, C. V. (2002). Low Risk Aversion Encourages the Choice for Entrepreneurship: An Empirical Test of a Truism. *Journal of Economic Behavior & Organization*, 29-36.
- Crant, J. (1996). The Proactive Personality Scale as a Predictor of Entrepreneurial Intentions. *Journal of Small Business Management*, 42-52.
- Cronbach, L., & Meehl, P. (1955). Construct Validity in Psychological Tests. *Psychological Bulletin*, 281-302.

- Donnelan, M., Lucas, R., & Fleeson, W. (2009). Introduction to Personality and Assessment at Age 40: Reflections on the Legacy of the Person–Situation Debate and the Future of Person–Situation Integration. *Journal of Reserach in Personality*, 117-119.
- Fatoki, O. (2010). Graduate Entrepreneurial Intention in South Africa: Motivations and Obstacles. *International Journal of Business and Management*.
- Ferreira, J., Raposo, M., Rodrigues, R., Dinis, A., & Do Paco, A. (2012). A Model of Entrepreneurial Intention: An Application of the Psychological and Behavioral Approaches. *Journal of Small Business and Enterprise Development*, 424-440.
- Gerba, D. (2012). Impact of Entrepreneurship Education on Entrepreneurial Intentions of Business and Engineering Students in Ethiopia. *Journal of Economic and Management Studies*, 258-277.
- Goksel , A., & Aydintan, B. (2011). Gender, Business Education, Family Background and Personal Traits; a Multi Dimensional Analysis of Their Affects on Entrepreneurial Propensity: Findings from Turkey. *International. Journal of Business and Social Science*, 35-48.
- Gomezelj D. O., & Kusce, I. (2013). The Influence of Personal and Environmental Factors on Entrepreneurs' Performance. *Kybernetes*, 906-927.
- Indarti, N., Rostiani, R., & Nastiti, T. (2010). Underlying Factors of Entrepreneurial Intentions among Asian Students. *The South East Asian Journal of Management*, 143-159.
- Ismail, M., Khalid, S., Mohmod, O., Jusoff, H., Rahman, N., & kassim, K. (2009). Entrepreneurial Intention Among Malaysia Undergraduates. *International Journal of Business and Management*, 54-60.
- Khan, G., & Almoharby. (2007). Towards Enhancing Entrepreneurship Development in Oman. *Journal of Enterprise Culture*.
- Khan, M., Ahmed, I., Nawaz, M., & Ramzan, M. (2011). Impact of Personality Traits On Entrepreneurial Intentions of University Students. *Interdisciplinary Journal of Research in Business*, 51-57.
- Kickul, J., & Gundry, L. (2002). Prospecting for Strategic Advantage: the Proactive Entrepreneurial Personality and Small Firm Innovation. *Journal of Small Business Management*, 85-97.
- Krueger, N. (1993). The Impact of Prior Entrepreneurial Exposure on Perceptions of New Venture Feasibility and Desirability. *Entrepreneurship Theory and Practice*, 5-21.
- Krueger, N., Reilly, M., & Carsrud, A. (2000). Competing models of entrepreneurial intentions. *Journal of Business Venturing*, 411-432.
- Linan, F., Nabi, G., & Krueger, N. (2013). British and Spanish Entrepreneurial Intentions: A Comparative Study. *Revista de Economía Mundial*, 73-103.
- Linan, F., Rodriguez-Cohard, J. C., & Rueda-Cantuche, J. M. (2011). Factors Affecting Entrepreneurial Intention Levels: A Role for Education. *International Entrepreneurship & Management Journal*, 195-218.
- Luthje, C., & Franke, N. (2004). Entrepreneurial Intentions of Business Students: A Benchmarking Study. *International Journal of Innovation and Technology Management*, 269-288.
- Malebana, J. (2014). Entrepreneurial intentions of South African rural university students: A test of the theory of planned behaviour. *Journal of Economics and Behavioral Studies*, 130-143.
- Mitton, D. (1989). The Complete Entrepreneur. *Entrepreneurship Theory and Practice*, 9-19.

- Moriano, J., Gorgievski, M., Laguna, M., Stephan, U., & Zarafshani, K. (2011). Cross-Cultural Approach to Understanding Entrepreneurial Intention. *Journal of Career Development*, 1-29.
- Morris, M. (2006). Some Thoughts on Teaching Issues in Entrepreneurship. Iowa State University.
- Mustapha, M., Mohamad, S., & Azer, I. (2014). Intention and Motivation Towards Entrepreneurship. *Journal of Technology Management and Business*.
- Nishantha, B. (2009). Influence of Personality Traits and Socio-demographic Background of Undergraduate Students on Motivation for Entrepreneurial Career: The Case of Sri Lanka.
- Owoseni, O. (2014). The Influence of Some Personality Factors on Entrepreneurial Intentions. *International Journal of Business and Social Science*, 278-284.
- Palich, L., & Bagby, D. (1995). Using Cognitive Theory to Explain Entrepreneurial Risk-Taking: Challenging Conventional Wisdom. *Journal of Business Venturing*, 425-438.
- Portes, A., & Rumbaut, R. (2006). *Immigrant America: A Portrait*. Berkeley CA: University of California Press.
- Robinson, P., Stimpson, D., Huefner, J., & Hunt, K. (1991). An Attitude Approach to the Prediction of Entrepreneurship. *Entrepreneurship Theory and Practice*, 13-31.
- Scholten, V., Kemp, R., & Omta, O. (2004). Entrepreneurship for life: The Entrepreneurial Intention among Academics in The Life Sciences. *European Summer University Conference*. Enscheda, The Netherlands.
- Sekaran, U. B. (2009). *Research Method for Business: A Skill Building Approach*. New York City: John Wiley & Sons.
- Stephan, U., & Uhlaner, L. (2010). Performance-based vs. Socially supportive Culture: A Cross-national Study of Descriptive Norms and Entrepreneurship. *Journal of International Business Studies*, 1-39.
- Swann, W., Chang-Schneider, C., & McClarty, K. (2007). Do People's Self-Views Matter? *American Psychologist*, 84-94.
- Tanveer, M., Shafique, O., Akbar, S., & Rizvi, S. (2013). Intention of Business Graduate and Undergraduate to Become Entrepreneur: A Study from Pakistan. *Journal of Basic and Applied Scientific Research*, 718-725.
- Thompson, E. (2009). Individual Entrepreneurial Intent: Construct Clarification and Development of an Internationally Reliable Metric. *Entrepreneurship Theory & Practice*, 669-694.
- Uddin, M., & Bose, T. (2012). Determinants of Entrepreneurial Intention of Business Students in Bangladesh. *International Journal of Business and Management*, 128-137.