

## **A STUDY ON COLLEGE STUDENTS ATTITUDE TOWARDS SOCIAL ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO PALAKKAD DISTRICT**

**Ms. BHAGYALAKSHMI TP**

**Mr. PRASANTH G**

Assistant Professor of Commerce,

Assistant Professor of Commerce,

Cherpulassery College of Science and Technology,

Cherpulassery College of Science and Technology,

PH: , mail:vaisakh.k.nandan@gmail.com

PH:9562160298,mail id: prasanthkaralmanna@gmail.com

### **Abstract**

This study focuses on attitude of college students towards social entrepreneurship. The concept of social entrepreneurship is gaining popularity and has a great relevance in the modern competitive world. Social entrepreneurship is the way of finding a innovative solution to a social problems through entrepreneurial activities. Moreover it involves the process of bringing a vast and impactful change compared to other forms of development initiatives. It can be perceived that college students who have exposure to entrepreneurial theories and practices are able to have a great impact on this change. Therefore, the present study aims at identifying the intentions and attitude of college students towards social entrepreneurship. A sample of 50 students within palakkad district was selected randomly for the study. Statistical tools like simple percentages, chi square test were used to analyze the data. The findings revealed that awareness level of college students is similar for both male and female. It was found that there were some challenges faced by college students for establishing a career in social entrepreneurship. Finally, the findings revealed that students have a positive attitude towards social entrepreneurship.

**Keywords: entrepreneurship, social entrepreneurship, social Innovation**

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## Introduction

**Social entrepreneurship** is a form of entrepreneurship to develop, fund and implement solutions using entrepreneurial activities to various social, cultural and environmental issues. It involves combining the best practices in entrepreneurship with a sense of social mission. It simply involves identifying social problems and developing innovative solutions to solve these social problems in the form of a social change. In other words, it develops measures to enhance the existing circumstances by applying principles of entrepreneurship.

Social entrepreneur can be defined as a person who brings in novel practices or path breaking solution to a social problem. Simply, social entrepreneur are individuals who pursue social entrepreneurship. These people use their know-how and business savvy to achieve a social change rather profit making.

Social entrepreneurship is relatively new concept .But its usage can be seen in greater proportion throughout the history. The term "Social Entrepreneurship" was coined by William Drayton, founder of "Ashoka," which is considered to be the world's first organization to promote social

entrepreneurship. History reveals that several reformers who fought against social problems or to bring a positive change paved way to social entrepreneurship. Some of the great examples include Vinoba Bhave, Robert Owen, Florence Nightingale etc, who established social foundations and organizations in the 19<sup>th</sup> century before the concept was used in any other fields.

Modern world has witnessed the growth of renowned social entrepreneurs. Mohammed Yunus, the founder and manager of Grameen bank, which is benefiting the poor and weaker section of rural population in Bangladesh. Bill Drayton, founder of Ashoka:Innovators for the public an organization that helps in finding and assisting social entrepreneurs through out the world. Beyond this in Indian context, social entrepreneur like Ajaita Shah, Harish Hande, Sushmita Ghosh, Jeroo Billmorla etc have made their invaluable contributions for the social upliftment of our country.

## of literature

## Review

**Andre & Pache (2016):** Caring Entrepreneur to Caring Enterprise: Addressing the Ethical Challenges of Scaling up Social Enterprise .Caring ethics surrounded in a model built by the authors to motivate an ethical entrepreneur to an ethical enterprise. (Model: “Scaling up from caring enterpriser to a caring enterprise through structure care” .this study concerned that a model “scaling up from caring entrepreneur to a caring enterprise through organizational care” by “raising”, “encouraging” and “improving” care in organization and the major aim is to accomplish care among all the organizational members.

**Mith, Kistruck & Cannatelli (2016):** the Impact of ethical Intensity and want for management on Scaling choices in Social Entrepreneurship Two propositions express the relationship between entrepreneurs’ personal moral intensity and the application of organizational scaling modes, which will be moderated by either degree of openness or desire for control. This study introduced us a model concerning how degree of openness or desire for control temperate the relationship between personal moral intensity and the application of organizational scaling modes (i.e. “three

primary organizational modes to scaling social solutions: branching, confederation, and diffusion”). Not so many theories linking ethics to social entrepreneurship have been developed in recent papers, nevertheless the other concepts such as CSR and sustainability; hence, this point could be considered as a attitude leading future research.

**Waddock & Steckler (2016):** Visionaries and Way finders: Deliberate Emergent Pathways to Vision in Social Entrepreneurship This study grounded in the narratives of 23 social entrepreneurs. The finding was that the relationship between vision and action follows an iterative process.

**Bacq, Hartog & Hoogendoorn (2016):** Beyond the Moral Portrayal of Social Entrepreneurs: An Empirical Approach to Who They Are and What Drives Them .This paper explains information gathering from social entrepreneurs in Belgium and The Netherlands based on Global Entrepreneurship Monitor (GEM) – propositions generated: social entrepreneurs are in favors of social value creation over economic value creation, which is the primary point differentiating them from commercial entrepreneurs

### **Statement of the problem:**

With increasing pass percentage in higher level education, there has been concerns about the career opportunities of those students passing out every year. Those students who acquired training and additional skills are better equipped to establish their career in entrepreneurship. But starting new venture merely for the sake of profit may prove detrimental towards our society. Beyond all these today's students are tomorrow's leaders. There is a gap regarding the attitude of students towards social entrepreneurship and entrepreneurial careers. These studies therefore focus on the attitude of college students venturing their career in social entrepreneurship.

### **Significance of the study:**

The present study aims to find out the attitude of the college students towards social entrepreneurship. Social entrepreneurship in the global competitive context, offers a altruistic form of entrepreneurship that point out the benefits society may reap. The college students by virtue of their training and education can become successful social entrepreneur and can contribute to the greater good. To promote the social entrepreneurship among the college students, it is necessary to

explore the social entrepreneurial attitude and factors that influence the students in this regard.

### **Objectives of the study:**

- To assess the awareness level of the college students towards social entrepreneurship.
- To study the factors influencing college students in establishing their career in social entrepreneurship
- To study the influence of entrepreneurial education on the attitude towards social entrepreneurship.
- To find out the challenges towards social entrepreneurship

### **Hypotheses;**

H01: There is no association between awareness levels towards social entrepreneurship based on gender

H02: The attitude towards social entrepreneurship based on entrepreneurial education is similar between male and female college students.

### Scope of the study

The present study is confined to college students studying in academic institutions of palakkad district. The study helps to promote a culture of social entrepreneurship among youngsters. Emphasis is laid on the various factors and their impact on social entrepreneurship intentions of college students.

### Methodology

The proposed study is descriptive and analytical in nature.

### Data collection

Primary data and secondary data were collected for the study. Primary data was collected by means of issuing questionnaire to college students of different educational institutes in palakkad district. Secondary form theoretical basis for the study and was collected through journals, books, research reports and websites.

### Sampling design

In order to conduct the study, the educational institutes functioning in palakkad district were selected. A total of 50 respondents consisting of 29 male college students and 21 female college students

were surveyed. Convenient sampling method was employed for selection of the samples.

### Methods of data collection

Questionnaire was prepared and administered to the respondents for collecting the required data.

### Result and analysis

The result and analysis of the collected data are presented as follows:

H01: There is no association between awareness level towards social entrepreneurship and gender to the respondents.

**Awareness towards social entrepreneurship of college students**

| <b>AWARENE<br/>SS</b> | <b>MAL<br/>E</b> | <b>FEMAL<br/>E</b> | <b>TOTA<br/>L</b> |
|-----------------------|------------------|--------------------|-------------------|
| <b>yes</b>            | <b>25</b>        | <b>15</b>          | <b>40</b>         |
| <b>no</b>             | <b>4</b>         | <b>6</b>           | <b>10</b>         |
| <b>TOTAL</b>          | <b>29</b>        | <b>21</b>          | <b>50</b>         |

**Source: primary data**

|  | Value              | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|--|--------------------|----|-----------------------|----------------------|----------------------|
| <b>Pearson Chi-Square</b>                | 1.663 <sup>a</sup> | 1  | .197                  |                      |                      |
| <b>Continuity Correction<sup>b</sup></b> | .867               | 1  | .352                  |                      |                      |
| <b>Likelihood Ratio</b>                  | 1.644              | 1  | .200                  |                      |                      |
| <b>Fisher's Exact Test</b>               |                    |    |                       | .286                 | .176                 |
| <b>Linear-by-Linear Association</b>      | 1.629              | 1  | .202                  |                      |                      |
| <b>N of Valid Cases<sup>b</sup></b>      | 50                 |    |                       |                      |                      |

entrepreneurship is similar between male and female college students.

**Entrepreneurial Education of male and female college students**

| EDUCATION    | MAL E     | FEMAL E   | TOTAL     |
|--------------|-----------|-----------|-----------|
| yes          | 18        | 8         | 26        |
| no           | 11        | 13        | 24        |
| <b>TOTAL</b> | <b>29</b> | <b>21</b> | <b>50</b> |

Source: primary data

Level of significance = 0.05

Table value = 3.84(assumed)

Calculated value = 1.663

Calculated value of chi square analysis is less than the table value. So the null hypothesis is accepted, This means that there is no association between the gender and attitude towards social entrepreneurship.

**H02: The influence of entrepreneurial education on the attitude towards social**

|  | Value              | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|--|--------------------|----|-----------------------|----------------------|----------------------|
| <b>Pearson Chi-Square</b>                | 2.805 <sup>a</sup> | 1  | .094                  |                      |                      |
| <b>Continuity Correction<sup>b</sup></b> | 1.926              | 1  | .165                  |                      |                      |
| <b>Likelihood Ratio</b>                  | 2.828              | 1  | .093                  |                      |                      |
| <b>Fisher's Exact Test</b>               |                    |    |                       | .151                 | .082                 |
| <b>Linear-by-Linear Association</b>      | 2.749              | 1  | .097                  |                      |                      |
| <b>N of Valid Cases<sup>b</sup></b>      | 50                 |    |                       |                      |                      |

Level of significance = 0.05

Table value = 3.84(assumed)

Calculated value = 2.805

Calculated value of chi square analysis is less than the table value. So the null hypothesis is accepted, i.e., the influence of entrepreneurial education on attitude towards social entrepreneurship is similar between male and female college students.

## **SUGGESTIONS**

Social entrepreneurship and attitude of college students towards it is highly important area to be discussed. Apart from making huge amount of profits, it is the obligation of every entrepreneur to contribute for the welfare of our nation. Graduate level students who are young and energetic can take initiatives to solve any social issues. These young dedicated minds should be inspired to establish a career in social entrepreneurship. Based on the study it was found that the student's attitude towards social entrepreneurship is positive. However they face certain challenges that need to be overcome. Proper education about social entrepreneurship should be given to these students. Inclusion of social entrepreneurship in their course syllabus is essential. Apart from these regular information about government policies, schemes and other legal aspects for enterprising social entrepreneurship should be given. Students providing with infrastructure and basic facilities to students to start small social enterprises within their

academic institution can be done. Entrepreneurial development programme can be conducted by relating students network with entrepreneurial networks, students entrepreneur with experienced entrepreneur etc..Encouraging students to participate in such projects promoting social entrepreneurship.

## **CONCLUSION**

The present study focuses on social entrepreneurship attitude among college students. A great number of students are interested in pursuing a career in social entrepreneurship. The prevailing education system affects the attitude among students. Many challenges also act as a hindrance for the creation of new venture. Fund raising, family background, government policies also affect this kind of attitude. Hence it can be concluded students attitude towards social entrepreneurship is good but it is influenced and at the same time affected by some challenges. So the concerned authorities need to take action to enhance the awareness and reduce the challenges towards new venture creation.

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