

The Influence of Self-efficacy and Individual Entrepreneurial Orientation on Technopreneurial Intention among Bumiputra Undergraduate Students



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INTRODUCTION

- Programs to encourage Bumiputra youths to embark on entrepreneurship:
 - Tunas Usahawan Belia Bumiputera (TUBE)
 - Industry Sponsorship Program
 - Prosper Young Entrepreneur Scheme
 - Entrepreneurship Action Plan 2016-2020
- However, the number of young entrepreneurs is still far below the expectation:
 - Three percent of Malaysian students became entrepreneurs.
 - 40% of registered Bumiputra companies in Malaysia.
 - Bumiputra entrepreneurs contributed less than 10% to the country's GDP.

INTRODUCTION

- The fourth industrial revolution (IR 4.0) and 5G technology are causing businesses to utilize information and communication technology (ICT).
 - However, technopreneurship is still considered a new breed of entrepreneurship.
 - Issues and challenges: creating, training, developing and growing of new technopreneurs.
- Main objective of this study:
 - To examine the factors that influence Bumiputra youth's technopreneurial intention.

BRIEF LITERATURE REVIEW

■ **Technopreneurship**

- It encompasses technology, innovation and business (Ghazali, 2011).
- Technopreneurs continuously learn, improve and innovate to create disruptions for better performance and push the frontiers of innovations world-widely (Balachandran, 2018).
- It is related to ICT or multimedia and it is considered as a prospective career choice for the youths who just left their schools or universities (Ghazali, 2011).
- Creation of technopreneurs is subject to entrepreneurial motivation, which is an output of environmental factors and individual characteristics (Jusoh & Halim, 2006). It requires further investigation.

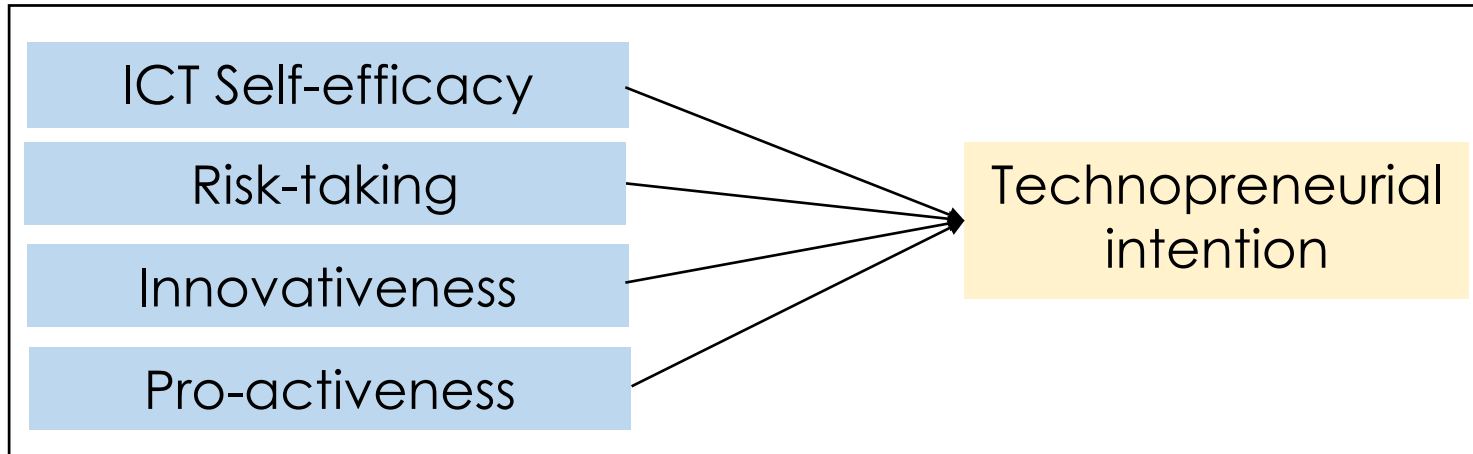
BRIEF LITERATURE REVIEW

■ Factors Influencing Technopreneurial Intention

- Technopreneurial intention as the motivational factor that influences an individual to embark on technopreneurship.
- **Self-efficacy**, a construct in Bandura's social cognitive theory, is a factor that increases a person's entrepreneurial intention (e.g.: Saraih, Aris, Mutalib, Ahmad, Abdullah & Amlus, 2018; Utami, 2017; Sitaridis & Kitsios, 2019)
- **Individual entrepreneurial orientation (IEO)** consists of three elements, namely innovativeness, risk-taking and proactiveness. It built one's entrepreneurial intention (e.g.: Bolton, 2012; Yurtkoru, Acar & Teraman, 2014; Embi, Jaiyeoba & Yussof, 2019).
- The application of both self-efficacy and IEO in determining intention towards technopreneurship is still scarce. As such, this study attempted to develop a new model which consisted of ICT self-efficacy, IEO and technopreneurial intention.

BRIEF LITERATURE REVIEW

■ Research Model and Hypotheses



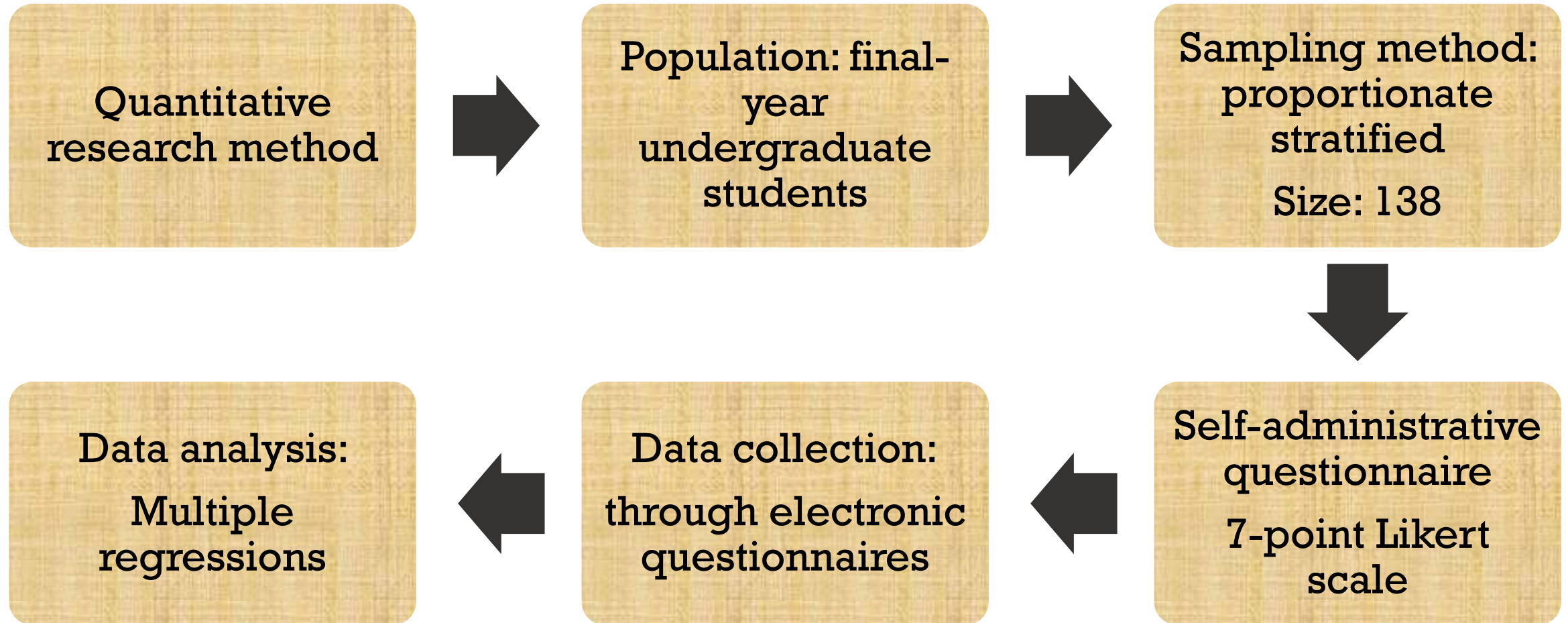
H1: There is a significant positive influence of ICT self-efficacy on technopreneurial intention.

H2: There is a significant positive influence of risk-taking on technopreneurial intention.

H3: There is a significant positive influence of innovativeness on technopreneurial intention.

H4: There is a significant positive influence of pro-activeness on technopreneurial intention.

METHODOLOGY



RESULTS

- Total respondents = 138 (Response rate = 69.00%).
 - Female (68.84%; n=95).
 - Faculty of Business and Management (26.81%; n=37)
 - Urban areas (68.12%; n=94).
 - Family members (52.17%; n=72) and friends (62.32%; n=86) did not own any business.
 - Received financial aides (54.35%; n=75)
 - Experienced as e-commerce sellers or buyers (87.68%; n=121) or both seller and buyer (12.32%; n=17).

RESULTS

- Descriptive and correlation analysis

| | a | m | sd | ICT | RT | IV | PA | INT |
|------------|----------|----------|-----------|------------|-----------|-----------|-----------|------------|
| ICT | 0.92 | 5.74 | 0.69 | 1 | | | | |
| RT | 0.83 | 5.01 | 0.98 | 0.32** | 1 | | | |
| IV | 0.81 | 5.20 | 0.83 | 0.37** | 0.67** | 1 | | |
| PA | 0.83 | 5.42 | 0.81 | 0.49** | 0.27** | 0.57** | 1 | |
| INT | 0.93 | 4.58 | 1.15 | 0.31** | 0.48** | 0.32** | 0.34** | 1 |

ICT: ICT self-efficacy; RT: Risk taking; IV: Innovativeness; PA: Pro-activeness; INT: Technopreneurial intention
** Significant at <0.01

RESULTS

■ Multiple regressions analysis

| Variable | Std. β | T-value | Sig. | VIF | Tolerance |
|---------------------|--------------------|---------|-------|------|-----------|
| ICT | 0.25 | 2.35 | 0.03 | 0.72 | 1.40 |
| RT | 0.53 | 4.71 | <0.01 | 0.51 | 1.96 |
| IV | 0.22 | 1.71 | 0.09 | 0.39 | 2.58 |
| PA | 0.27 | 2.55 | 0.01 | 0.55 | 1.81 |
| F-statistics | 11.87 (sig. <0.01) | | | | |
| R-squared | 0.41 | | | | |

Dependent variable: INT: Technopreneurial intention

ICT: ICT self-efficacy; RT: Risk taking; IV: Innovativeness; PA: Pro-activeness

DISCUSSION

- The influence of risk-taking on technopreneurial intention was positive and significant.
 - It supported Yurtkoru et al. (2014) and Embi et al. (2019).
 - Risk-taking is crucial because trechnopreneurs operate their businesses in a highly competitive and rapidly change environment due to fast development of technology.
 - Universities could attempt to provide hands-on and actual entrepreneurial experience to students in recognizing and overcoming risks.

DISCUSSION

- The influence of pro-activeness on technopreneurial intention was positive and significant.
 - It supported Bolton (2012) and Yurtkoru et al. (2014).
 - Being pro-active is vital in identifying profitable business opportunities and become technopreneurs.
 - Students should be equipped with capability to recognize business opportunities through business plan preparation.

DISCUSSION

- The influence of ICT self-efficacy on technopreneurial intention was positive and significant.
 - It supported Saraih et al. (2018), Utami (2017) and Harsono (2013).
 - ICT education plays an important role in developing technopreneurs because technopreneurs require ICT capabilities to create, manage and expand their businesses.
 - Science, technology, engineering and mathematics (STEM) education is important in imparting technology-related knowledge.

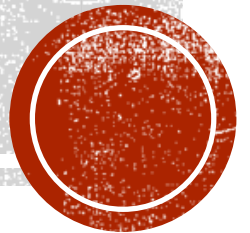
CONCLUSION

- **Conclusion:** risk-taking, pro-activeness and ICT self-efficacy positively and significantly influenced technopreneurial intention. However, innovativeness was not a significant influencing factor of technopreneurial intention.
- **Contributions:** literary, this study enriched the extant literature. Practically, it highlighted the roles of HLIs, STEMS and TVET education in encouraging embarkation of technopreneurship among the students.
- **Limitations:** results could not be generalized, sample size was rather small, did not integrate external or environmental factors into the research model.
- **Recommendations for future researchers:** expand the sample size and extend the research model.

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THANK YOU



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