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A study on the entrepreneurial intentions among management students with reference to Coimbatore city

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Abstract

Social entrepreneurship is the process of pursuing innovative solutions to social problems. More specifically, social entrepreneurs adopt a mission to create and sustain social value. They draw upon appropriate thinking in both the business and nonprofit worlds and operate in a variety of organizations: large and small; new and old; religious and secular; nonprofit, for-profit, and hybrid. The problem is to find out why is it important, what is the scale, what are the contributing factors and what are the root causes. The main objective of the study is about analyzing the social entrepreneurs in Coimbatore city to know about the effects of social entrepreneurs in society and to identify patterns and regularities in the behavior of successful social entrepreneurs. For this purpose primary data will be collected from the management students and the sample size will be of 125 who are working as social entrepreneurs in Coimbatore. The factors for survey are based on (a) motivation, (b) capacity, and (c) start-up capital. Percentage analysis, chi-square and factor analysis will be used as statistical tool for analyzing the data. Based on the tools the data will be analyzed and the research will be concluded based on the result.

Keywords: social entrepreneurship, social value, nonprofit, and identify patterns and regularities

Introduction

Social entrepreneurship is the process of pursuing innovative solutions to social problems. More specifically, social entrepreneurs adopt a mission to create and sustain social value. They draw upon appropriate thinking in both the business and nonprofit worlds and operate in a variety of organizations: large and small; new and old; religious and secular; nonprofit, for-profit, and hybrid.

The purpose of this chapter is to frame the entire study regarding social entrepreneurship and about social entrepreneurs. A social entrepreneur is an entrepreneur who works to increase social capital, often by founding humanitarian organizations.

Social entrepreneurs often seem to be possessed by their ideas, committing their lives to changing the direction of their field. They are both visionaries and ultimate realists, concerned with the practical implementation of their vision above all else.

Each social entrepreneur presents ideas that are user-friendly, understandable, ethical, and engage widespread support in order to maximize the number of local people that will stand up, seize their idea, and implement with it. In other words, every leading social entrepreneur is a mass recruiter of local change makers: A role model proving that citizens who channel their passion into action can do almost anything.

Over the past two decades, the citizen sector has discovered what the business sector learned long ago: There is nothing as powerful as a new idea in the hands of a first-class entrepreneur.

Statement of problem

Social entrepreneurship is the process of pursuing innovative solutions to social problems. More specifically, social entrepreneurs adopt a mission to create and sustain social value. The problem is to find out why is it important, what is the scale, what are the contributing factors and what are the root causes.

Objectives of the study

- To analyze the social entrepreneurs in Coimbatore city to know about the effects of social entrepreneurs in society.
- To identify patterns and regularities in the behavior of successful management students.
- To suggest about the perception of social entrepreneurship management students.

Scope of the study

The main scope of the study is that it will help the society to know about perception of social entrepreneurship among management students which will help in decision making process and also leads towards enhancement of social entrepreneurship in near future.

Research methodology

The research methodology explains the research design being implemented in the study

Type of Study

The study is descriptive in nature as the characteristics of the management students in terms of acceptance and importance level.

Sample Design

Convenience sampling method is adopted to identify the management students. It was identified that in an average 125 management students who are social entrepreneurs in Coimbatore city.

Data Collection

The study is based on primary data collected from management students through questionnaire. Questionnaire consists of two sections. Section one deals with demographic profile of the management students. Section two deals acceptance and importance level based on five scale.

Tools Used For Analysis

The data collected is analysed using SPSS package. The tools used in the study for analysis of data Percentage analysis, Chi-Square test and Factor analysis.

Analysis and Interoretation

Demographic variables	Particulars	Frequency	Percent
Gender	Male	113	90.4
	Female	12	9.6
	Total	125	100
Age	18-25	2	1.6
	25-35	19	15.2
	Above 35	104	83.2
	Total	125	100
Income level	Below Rs.1,00,000	42	33.6
	Rs.1,00,000-2,00,000	18	14.4
	Rs 2,00,000-3,00,000	32	25.6
	Above Rs.3,00,000	33	26.4
	Total	125	100

Interpretation

The above table shows about the demographic variables of

the management students were out of 125 management students 90.4% are male and 9.6% are female. 1.6% are from the age group of 18-25, 15.2% are from the age group of 25-35, 83.2% are from the age group of above 35. 33.6% are earning below Rs.1,00,000, 14.4% are earning from Rs.1,00,000-2,00,000, 25.6% are earning from Rs.2,00,000 - 3,00,000 and 26.4% are earning above Rs.3,00,000.

Independency of the organization

Particulars	Frequency	Percent
Yes	42	33.6
Probably yes	18	14.4
Probably no	32	25.6
No	33	26.4
Total	125	100.0

The above table shows about independency of the organization were out of 125 management students 33.6% are saying that they having independency for their organization, 14.4% said that organization is independent but exists on informal basis without the establishment of legal entity, 25.6% said that organization is formally independent but in fact is subordinate to another organization, 26.4% said that the organization is not independent which shows that most of the management students said that having independency for their organization.

Part of non independent organization

Particulars	Frequency	Percent
Profit-making	15	12.0
Non-profit and non-government	14	11.2
Mixed (public-private mix	4	3.2
Total	33	26.4

The above table shows about part of non independent organization were out of 33 management students who are from non independent organization 12% are from profit making organization, 11.2% are from non-profit and non government organization, 3.2% are mixed up with both public and private entities which shows that most of the management students are from profit making organization.

Form of incorporation of the organization

Particulars	Frequency	Percent
Profit-making	47	37.6
Non-profit and non-government	59	47.2
Public Public-private mix	4	3.2
Other	15	12.0
Total	125	100.0

The above table shows about form of incorporation of the organization were out of 125 management students 37.6% are registered as profit making while the time incorporation, 47.2% are from non-profit and non-government organization, 3.2% are from public private mix and 12% are from other category which shows that most of the management students are registered as profit making while the time incorporation.

Assessment of significance of goods

	Frequency	Percent
The highest share of the respective product or service in the overall income structure of the organization	57	45.6
The highest number of recipients of the corresponding product / service in the total number of consumers of the organization	18	14.4
Social recognition of the importance of the social problem dealt with by the organization	50	40.0
Total	125	100.0

The above table shows about assessment of significance of goods were out of 125 management students 45.6% have the highest share of the respective product or service in the overall income structure of the organization, 14.4% have the highest number of recipients of the corresponding product / service in the total number of consumers of the

organization, 40% have social recognition of the importance of the social problem dealt with by the organization which shows that most of the management students have social recognition of the importance of the social problem dealt with by the organization

Assessment on results of the organization

Particulars	Frequency	Percent
Evaluation is based on the number of recipients of goods / services	24	19.2
Evaluation is based on the number of services provided	30	24.0
Evaluation is based on verbal feedback from clients / recipients of services	22	17.6
Evaluation is based on the results achieved by clients / recipients of services	14	11.2
Evaluation is based on written survey of clients / recipients of services	15	12.0
Evaluation is based on the comparison of costs and the volume of services provided expressed in monetary terms	8	6.4
Evaluation is mainly made by the donor or the organization or by yourself on behalf of the donor and is based on indicators suggested by the donor	5	4.0
Evaluation is based on consultations with representatives of the local community and various stakeholders	7	5.6
Total	125	100.0

The above table shows about assessment on results of the organization were out of 125 management students 19.2% said that the evaluation is based on the number of recipients of goods / services, 24% said that evaluation is based on the number of services provided, 17.6% said that the evaluation is based on verbal feedback from clients / recipients of services, 11.2% said that the evaluation is based on the results achieved by clients / recipients of services, 12% said that the evaluation is based on written survey of clients / recipients of services, 6.4% said that the evaluation is based on the comparison of costs and the volume of services provided expressed in monetary terms, 4% said that the evaluation is mainly made by the donor or the organization or by yourself on behalf of the donor and is based on indicators suggested by the donor, 5.6% said that the evaluation is based on consultations with representatives of the local community and various stakeholders which shows that most of the management students said that the evolution based on number of services provided.

Availability of results

Particulars	Frequency	Percent
Yes, regularly	18	14.4
Yes, occasionally	71	56.8
No	36	28.8
Total	125	100.0

The above table shows about availability of results were out of 125 management students 14.4% said that they publish results regularly, 56.8% said that they publish occasionally, 28.8% said that they won't publish the results which shows that most of the management students publish their occasionally.

Contributions and grants by non-governmental funds

Particulars	Frequency	Percent
Increased	42	33.6
Decreased	43	34.4
Remind unchanged	40	32.0
Total	125	100.0

The above table shows about contributions and grants by non-governmental funds were out of 125 management students 33.6% said that the grants by non-governmental funds increased in last three years, 33.4% said that it got decreased and 32% said that it remind unchanged in last three years which shows that most of the management students said that the grants by non-governmental funds decreased in last three years.

Importance on partnership with non-profit organizations

Particulars	Frequency	Percent
Very important	41	32.8
Important	44	35.2
Relatively important	18	14.4
Minor importance	21	16.8
Not at all important	1	.8
Total	125	100.0

The above table shows about importance on partnership with non-profit organizations were out of 125 management students 32.8% said as very important, 35.2% said as important, 14.4% said as relatively important, 16.8% said as minor important and 0.8% said as not at all important which shows that most of the management students said as important for partnership with partnership with non-profit organizations.

Chi square analysis

Comparison between gender and level of acceptance towards various factors

Particulars	P value	Significance level	Hypothesis
Acceptance on social enterprise is first of all business	9.163	0.057	Accepted
Acceptance on social enterprise and socially-responsible business	5.367	0.252	Accepted
Acceptance on occupancy of social enterprise	4.698	0.320	Accepted
Acceptance on conversion of business	2.486	0.6547	Accepted

H0: There is no significance relationship between gender and level of acceptance

The above table shows about the relationship between gender and level of acceptance were there is a significance relation between gender and all the factors as the significance level is greater than 0.05 and these factors need not be taken for the decision making process.

Findings

- Maximum of the management students are male in our study.
- Most of the management students are from the age group of above 35.
- Maximum of the management students are earning below Rs.1,00,000.
- Most of the management students said that having independency for their organization.
- Maximum of the management students are from profit making organization.
- Most of the management students are registered as profit making while the time incorporation.
- Maximum of the management students have social recognition of the importance of the social problem dealt with by the organization
- Most of the management students said that the evolution based on number of services provided.
- Maximum of the management students publish their occasionally.
- Most of the management students are publishing to attract new clients.
- Maximum of the management students are neutral about acceptance on social enterprise is first of all business.
- Most of the management students strongly agree about the statement there is no major difference between social enterprise and socially-responsible business.
- Maximum of the management students disagree about the social enterprises occupy an intermediate position between business and non-profit organizations.
- Most of the management students disagree about the statement most part of businesses will soon turn into social enterprises.
- Maximum of the management students said that the sale of goods and services got increased in last three years.

Suggestions

- The factors acceptance on social enterprise is first of all business, acceptance on social enterprise and socially-responsible business, acceptance on occupancy of social enterprise, acceptance on conversion of business, acceptance on accountable to the local community, importance on partnership with profit-making organizations, importance on partnership with non-profit organizations, importance on support of informal

social groups interested, and importance on support of celebrities can be taken for decision making process of the company.

- The results and findings of this study offer many opportunities for continued research and exploration of the concept of social entrepreneurship. Nonprofit practitioners need tools to implement social entrepreneurial models into the field one of the primary reasons why social entrepreneurship and venture philanthropy have become important is related to the above-described challenge of achieving financial sustainability. Voluntary organizations can no longer afford to rely on government grants and contributions from the business sector. Non-profit organizations can only achieve sustainability by accumulating capital either from revenue-generating projects, or relationships with investors that generate value for both sides more investment in the development and transfer of successful social enterprise management models tailored to the needs of social enterprises is also needed.

Conclusion

The conclusion is that nonprofit practitioners need tools to implement social entrepreneurial models into the field one of the primary reasons why social entrepreneurship and venture philanthropy have become important is related to the above-described challenge of achieving financial sustainability. Voluntary organizations can no longer afford to rely on government grants and contributions from the business sector. Non-profit organizations can only achieve sustainability by accumulating capital either from revenue-generating projects, or relationships with investors that generate value for both sides more investment in the development and transfer of successful social enterprise management models tailored to the needs of social enterprises is also needed.

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