

Reflection of Sustainable Entrepreneurial Intent Among the Learners on Completion of Courses on Sustainability

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Abstract

The increased awareness of destruction created by human behavior is serving as fuel to stand together for a sustainable planet as a society. The irrational behavior towards society and the environment has moved us closer to global crises like global warming, hunger & poverty. The studies in recent times prove the learned consumers are attracted to buy a product or avail a service which is sustainable. This study aims to understand the sustainable entrepreneurial intent among students after the completion of courses in sustainability. An instrument has been designed and administered on a sample of 380 respondents from university students in order to understand the sustainable entrepreneurial intention using simple random sampling. An attempt has been made to understand the relationship among determinants of entrepreneurial intention using Structural equation modelling analysis. The result shows that the proposed model in the present study explains 51% of the variance, explaining the existence of sustainable entrepreneurial intention among learners. This study proposes that educational institutions provide courses and programmes in sustainable entrepreneurship. This will equip students with an awareness of the entrepreneurial environment and the essential skills need to be successful, sustainable businesses in the future. In addition, the report recommends that the government construct research and development programmes to help in the distribution of further entrepreneurial expertise.

Keywords: Sustainability, Entrepreneurial Intent, Sustainable Entrepreneurship

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Introduction

The affection for planet earth is on an upfront increasing trend with 60% Of Indian consumers are willing to loosen their pockets by paying a premium price for the sustainable planned friendly products ("60% in India", 2022). With the increased dialogue between the world economies the researchers reveal that the consumers from the strong global identity have large concern towards the environment. (Salnikova et.al, 2022). The United Nations has named the period between 2020 and 2030 as the "decade of action." Despite the fact that the pandemic has shaken the world, it is also the beginning of the age of resilience. The administration has taken an unprecedented choice to make a bold and revolutionary statement with the implementation of the New Education Policy (NEP,2020).

Recent education policies in India have switched their emphasis from delivering subject knowledge-based curriculum courses to increasing awareness and cultivating an entrepreneurial mindset among students that would produce future sustainable managers, consultants, and entrepreneurs.

Literature Review

The research was conducted using a systematic literature review method, which resulted in the identification of three primary themes, which includes: (1) Sustainability, (2) Entrepreneurial Intent and (3) Academics Role in Sustainability

Sustainability

Sustainable Business Model incorporate a triple bottom line approach and are considerate to the interest of other stakeholders as well. the stakeholders can bring in sustainability practices into the process of business which can be a competitive advantage. Salnikova et.al (2022) expressed that the consumers who have a strong global identity are found to be more associated with the events organized on sustainability. For the growth and success of sustainable business model the organizations opt for an alliance for technical and innovation and to partner in any other areas of interest by the people concerned (Wahba et.al., 2019). The sustainable challenges have a wider scope with environmental, social and with other dimensions of the components used in the process of production of the product. The traceability of the non-sustainability behavior is difficult. Despite the support received by the consumers in terms of words their actions are opposing to protect the planet with their buying decisions (Sumner, M. P. 2015).

Entrepreneurship Intent

Social entrepreneurship intent has a direct relation with the formation of social entrepreneurship (Nsereko, I. ,2020). There is a correlation between the conditional resources available geographically and the formation of social enterprise. A recent study proved that the preexisting psychological capital controls the attitude of the entrepreneurs' intentions developed post the academic qualification (Liao, K. et.al, 2022). The entrepreneurship intent as a result of academic learning is a blend of risk and resources. The risk is identified the no guarantee card for the success of a business and the other risk is in terms of taking the advantage of the opportunity and also in in the journey of innovation as they are very well aware and existing method and technology cannot be adaptive ethically (Teece, D. J. 2007).

Academics Role in Sustainability

The educational institutions can adopt to the top-down and bottom-up approach to engage the students to bring in the awareness on the scarce resources. The academic curriculum can be of direction to bring in the change of the mindset of the students aiming towards the sustainable world (Young, S.,2013). The academic factor is higher contributor to the involvement of social entrepreneur in cases which involves the technical research knowledge (Newig, J.,2019). There has been a paradigm shift in the academic curriculum from designing the courses to delivering the courses. In addition, the New Education Policy 2020 in India has shifted its emphasis to place a greater emphasis on the teaching of sustainability in business school curriculum, as well as on the delivery of sustainability-related courses (NEP,2020).

Methodology

An in-depth examination of the literature on sustainable entrepreneurial intention sheds light on the antecedents of entrepreneurial activity. To ascertain entrepreneurial intent among the learners on completion of courses on sustainability among business school students, a survey approach has been conducted.

A simple random sample technique was used to develop and deliver an instrument to postgraduate students. The study employs an exploratory and descriptive research approach using experimental design method and makes extensive use of primary and secondary data. This study aims to understanding the sustainable entrepreneurial intent among students after the completion of courses in sustainability. The list of sustainability courses offered at post graduate level in Jain University is presented in Table 1.

Table 1. Sustainability Courses undertaken by MBA Students at Jain University

TRIPPLE BOTTOM ELEMENTS	COURSES UNDERTAKEN BY MBA STUDENTS
PROFIT	All Business Courses(100+),ENVC etc
PLANET	Corporate Social responsibility and Sustainability, Green Innovation and Entrepreneurship, Sustainable Entrepreneurship, Business Ethics, Managing Innovation and Technology, Business Law etc(30 Courses)
PEOPLE	Social entrepreneurship, Corporate Strategy, HR Core electives

To further understand the relationship between the variables, structural equation modeling (SEM) was used. The structural relationship between perceived desirability, perceived feasibility, propensity to act, and entrepreneurial intention is examined using SEM analysis.

Proposed Framework for the Study

The proposed framework for the study has been adapted from the Ajzen Theory of planned behavior(Ajzen, 1991) and conceptual model on sustainable entrepreneurial intent (Lina Marcela et al,2022) is presented below in figure 1.

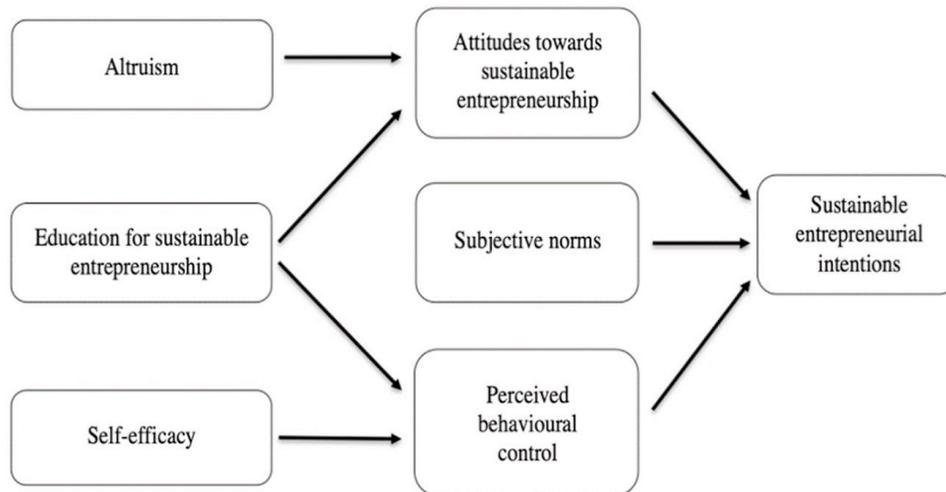


Fig 1: Proposed Framework for the study

The framework asserts that the attitude toward sustainable entrepreneurship, subjective norms, and perceived behavioral control plays a significant role in fostering sustainable entrepreneurial intent. As presented in proposed framework, education through curriculum designed aiming at sustainability also plays a significant role in entrepreneurial intent among the learners. The hypothesis are formulated as per the proposed framework for the study and are presented as below :

H1: There is a significant relationship in the Pretest and Post test scores of Altruism.

H2: There is a significant relationship in the Pretest and Post test scores of Education for SE.

H3: There is a significant relationship in the Pretest and Post test scores of Entrepreneurial Self efficacy.

H4: There is a significant relationship in the Pretest and Post test scores of Attitude towards entrepreneurship.

H5: There is a significant relationship in the Pretest and Post test scores of Perceived desirability.

H6: There is a significant relationship in the Pretest and Post test scores of Perceived Feasibility.

H7: There is a significant relationship in the Pretest and Post test scores of Entrepreneurial Intention

Data Analysis

The data analysis can be studied through experimental design testing followed by structure equation modeling to understand the relationship between the antecedents of sustainable entrepreneurial intent.

Experimental Design Analysis

The experimental design has been used to understand the pre and post behavior of students that has undergone through sustainability courses. The results obtained from pre and post experimental design through ANOVA test are presented in Table 2.

Table 2. Results obtained from ANOVA Testing

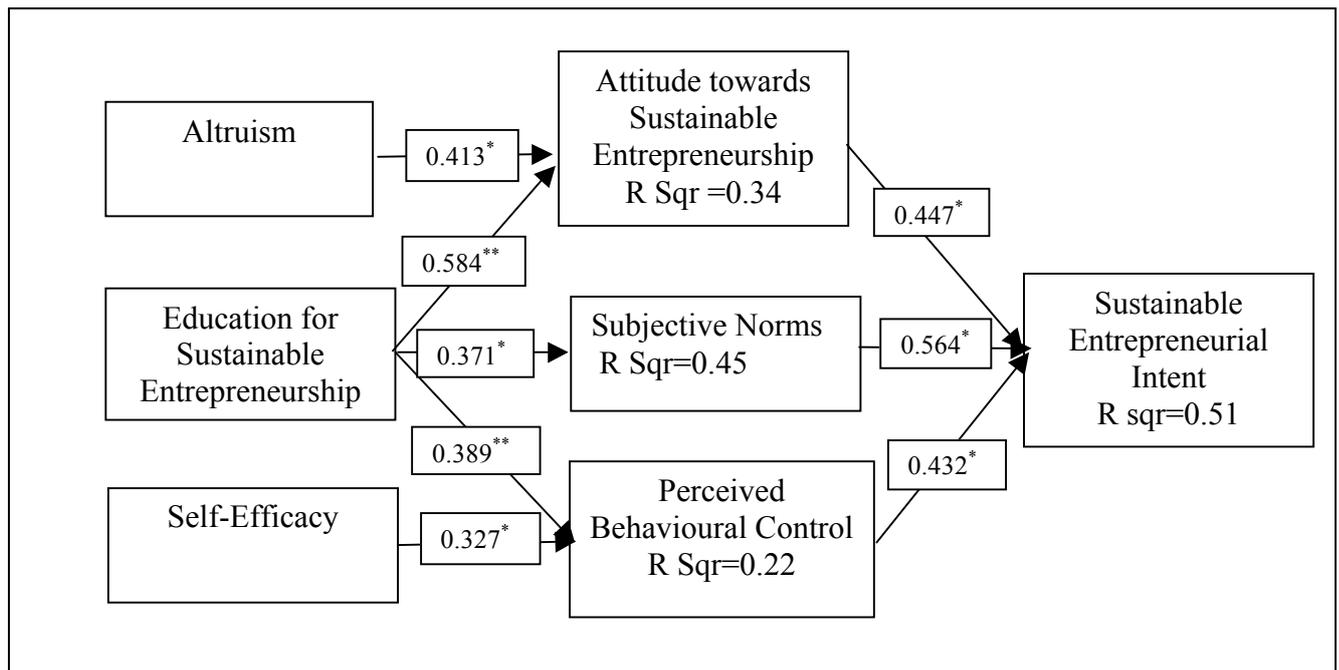
Pre Test(Control) Post Test(Treatment)	Difference Between the Means	F Statistic
CG_AL	2.48	0.757
TR_AL		
CG_SE	0.14	0.754
TR_SE		
CG_ESE	1.17	0.881
TR_ESE		
CG_AE	0.14	0.721
TR_AE		
CG_PBC	1.18	0.652
TR_PBC		
CG_PD	1.06	0.824
TR_PD		
CG_PF	1.23	0.687
TR_PF		
CG_IN	1.42	0.771
TR_IN		

All the hypothesis are found to be in acceptable ranges indicating the F Statistic value >0.6 explaining the significance of existence of relationship between Pre and Post experiments.

Also, the results obtained have indicated that sustainable entrepreneurial intent is influenced by Altruism, education for sustainable entrepreneurship and perceived behavioral control among the learners. The delivery of curriculum courses on sustainability has a significant influence on the learners' sustainable entrepreneurial intention.

Structure Equation Modeling(Overall Model for the Study)

The overall model explains the presence of significant relationships existing between the various constructs of Sustainable entrepreneurial intention. The obtained value was found to be in a range of .327 to .584 at significant level 0.01 and 0.05. The R square value has been computed using SEM analysis for 380 filled questionnaires. The R square value for perceived attitude towards sustainable entrepreneurship, Subjective norms and perceived behavioral control were found to be .34 and .45 and .22 explaining the 34,45 and 22 percentage of constructs. The value for the overall structural model is found to be 0.51 i.e. 51% of the constructs are explained by the model. The overall structural model states that for entrepreneurial intention to take place attitude towards sustainable entrepreneurship, subjective norms and perceived behavioral control plays an important role. Through analysis of this study it is stated that learners with more attitude towards sustainable entrepreneurship through education and subjective norms possess more willingness to choose entrepreneurship as a career. The overall model has been presented below:



** Correlation is significant at the 0.01 level (2-tailed)
 * Correlation is significant at the 0.05 level (2-tailed)

Fig 2: Overall Model for the study (Correlations obtained from SEM analysis)

Conclusion and Recommendations

The objective of this research was to determine students' sustainable entrepreneurship intentions after completing sustainability courses. The research explored the influence of education for sustainability and subjective criteria, self-efficacy, and attitude toward sustainable entrepreneurship in influencing the entrepreneurial purpose for sustainability. Testing hypotheses was used to validate and establish the relationship between constructs.

This study suggests that educational institutions provide sustainable entrepreneurial courses and programmes. This will give students with an understanding of the entrepreneurial environment and the fundamental skills required for future success and sustainability in company. In addition, the study suggests that the government establish research and development programmes to facilitate the dissemination of further entrepreneurial experience. Moreover, this study has used Ajzen theory of planned behavior to look at the learner's entrepreneurial intent on reading sustainable courses that influence entrepreneurial tendencies among university students in Bangalore.

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