

EconWorld2016@Barcelona

The Link between Entrepreneurial Intention and Individual Values: Can the Entrepreneurship Course Improve the Entrepreneurial Intentions of Students? / Giriřimcilik Niyeti Bireysel Deęerler İliřkisi: Giriřimcilik Eęitimi Öğrencilerin Giriřimsel Niyetini Artırabilir mi?

Ethem Duygulu¹, Nurcan Hakan Çıraklar¹, Emir Özeren¹

¹Dokuz Eylül University, Turkey

ABSTRACT

In this study, the relationship between culture which is assumed to have an important effect on entrepreneurial behaviour and individuals' entrepreneurial intention is investigated. The role of entrepreneurial education on this relationship is also examined by looking at those who have already received entrepreneurship course. Considering the literature on entrepreneurship, it can be seen that entrepreneurship characteristics, entrepreneurship process and the policies regarding facilitating or impeding factors of entrepreneurship are discussed. Although there are several macrolevel studies in the literature addressing culture as an antecedent of entrepreneurial behaviour, there are very few studies on individual values in Turkish entrepreneurship literature. In this paper, the individual values of those who have had entrepreneurship course are classified and their relationship with entrepreneurial intention is examined in the context of Turkey which is generally assumed to be a collectivist nation. In order to assess cultural values Schwartz (1992, 2001) and Rokeach (1973) were benefited, for entrepreneurial intention and entrepreneurship education Liñán and Chen (2009) was used. Data was collected from bachelor students among 800 students (total population) who were studying Business Administration (BA) in Faculty of Economics and Administrative Sciences of Dokuz Eylül University. The survey form consists of four parts: In the first part, questions regarding individual values inventory, in the second part entrepreneurial intention, in the third part entrepreneurship education and in the last part demographic questions were asked to participants. Having conducted the reliability and validity tests of all scales, descriptive statistics techniques, factor analysis and causality tests were jointly used in order to shed some light on the discussion on entrepreneurial intention, individual values and entrepreneurship education.

KEYWORDS Entrepreneurial Intentions; Individual Values; Entrepreneurship Course

JEL L26, M00, M1