

CROSS CULTURAL COMPARISON OF ATTITUDES OF THE YOUTH TOWARDS ENTREPRENEURS AND ENTREPRENEURSHIP

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Abstract

Several studies have pointed out the requirements for being an entrepreneur. One of the requirements is a supportive environment. In literature on entrepreneurship the supportive environment has been conceptualized from a resource perspective. This resource perspective restricts the

discussion to availability of opportunities, funding and state support, and training. The efforts made in providing these resources make a crucial assumption that the society desires to have more and more entrepreneurial activity. This assumption remains largely untested. We are not sure of how society views entrepreneurship. Literature is silent on macro level motivators for entrepreneurship.

This study argues that social support is one of the resources that affect entrepreneurial activity in a region. This social support comes from a positive attitude toward entrepreneurship. It is hypothesized that attitude of society towards entrepreneurship would be an indicator of future entrepreneurial activity. Societies where there has been past success in entrepreneurial ventures would see entrepreneurship in more positive light when compared to the societies where there has been low entrepreneurial activity in the past. Consequently, a cycle would set in where positive attitude towards entrepreneurship would result in greater entrepreneurial activity, which would in

turn, make the society view entrepreneurship more positively. In regions where the attitude is less positive or negative, entrepreneurial activity would be lower, and therefore the chances that entrepreneurial activity would increase further be significantly lower.

The effect of family background on person's attitude towards entrepreneurship is also being explored. It is hypothesized that those coming from an entrepreneurial background are more likely to view entrepreneurship more positively.

This study includes an assessment of attitudes of youth towards entrepreneurs and entrepreneurship in two large countries - India and China. Data is being collected from different regions in the two countries. Sample sizes from India and China are 4,000 and 2,500 respectively. This sample has equal representation from different geographical regions in the country. Students of commerce, computer science, engineering or medical would be exposed to business and management ideas and thus may have nurtured a desire to start their own entrepreneurial venture.

To control for education effects of entrepreneurial education on attitudes, responses from social sciences or science students are being sought.