

Fostering a Culture of Entrepreneurship in University Students: Exploring the Influence of Entrepreneurship Programs

Gohar Abbas Khan
Assistant Professor
Department of Management Studies
School of Business Studies
Islamic University of Science and Technology
Awantipora, Jammu & Kashmir, India
Email: khangowher@gmail.com

Irfan Bashir
Assistant Professor
Department of Management Studies
School of Business Studies
Islamic University of Science and Technology
Awantipora, Jammu & Kashmir, India
Email: irfan.bashir@iust.ac.in

Ahmed Abdulaziz Alshiha
Associate Professor
Department of Tourism and Hotel Management
College of Tourism and Archaeology
King Saud University, Riyadh, Saudi Arabia
Email: aaalshiha@ksu.edu.sa

Mohammed Alshiha
Lecturer
Department of Business Administration
College of Administrative and Financial Sciences
Saudi Electronic University
Riyadh, Saudi Arabia
Email: m.alshiha@seu.edu.sa

Abstract

This study aims to identify critical factors influencing the entrepreneurial inclination of students participating in entrepreneurship education programs across various universities. The research assesses the effectiveness of university-level entrepreneurship education programs by integrating the Theory of Planned Behavior (TPB) and Human Capital Theory (HCT). Utilizing a tailored survey, 220 students enrolled in entrepreneurship education programs in the Kashmir region. The collected data was critically screened and then underwent descriptive and exploratory factor analysis, followed by regression analysis. Results indicate that cognitive factors are the main predictors of entrepreneurship inclination among students, followed by opportunity identification factors.

Conversely, the venture emergence factor was less effective than other factors in determining students' entrepreneurial inclination. This research contributes valuable insights for universities and informs policymakers in designing entrepreneurship education programs that foster a culture of new business ventures. The findings offer nuanced perspectives on the intricate relationship between entrepreneurial education and inclination, providing recommendations for theoretical advancement and practical implementation in academic settings.