ENTREPRENEURIAL ORIENTATION: ROLE OF PARENTING, PERSONALITY, AND ENTREPRENEURIAL EXPOSURE

ABSTRACT
SUBMITTED TO THE
PUNJABI UNIVERSITY, PATIALA
DOCTOR OF PHILOSOPHY
IN
PSYCHOLOGY
(Faculty of Social Science)
2012-13

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Over the last two decades entrepreneurship has emerged as arguably the most patent force the world has ever experienced. Entrepreneurial firms enable million of people, across all sections of society, age and gender to pursue the pursuit of economic success. Entrepreneurial orientation refers to the processes, practices, and decision making activities that lead to the development of enterprises. It is the combination of abilities, traits and extra personal influences that would enables a person to mobilize his/her psychological resources to enter into a challenging a venture. In the present study seven variables, namely, risk taking, achievement motivation, organizational abilities, self concept, persuasion, attitude towards entrepreneur and problem solving ability are taken as indices of entrepreneurial orientation.

It is contended that parenting is playing crucial role in shaping children’s entrepreneurial orientation. Three parenting styles viz. authoritarian parenting, authoritative parenting and permissive parenting have been taken for analyzing their effect on entrepreneurial orientation. Parenting seems to be another important influence in the development of entrepreneurial orientation. In this regard Big Five factor of personality viz. Neuroticism, Extraversion, Openness to experience, Agreeableness and Conscientiousness have been taken for investigation. Following this contention that role of stimulating environment in shaping children’s orientation can not be undermined. Hence significant variables like media, family, school, peer effect, friends and relatives have been chosen to investigate their effect on the development of entrepreneurial orientation.

**OBJECTIVES OF THE STUDY**

- To study the relationship of authoritative, authoritarian and permissive parenting styles with entrepreneurial orientation of adolescents.
- To study the association between personality and entrepreneurial orientation in adolescents.
- To study the relationship between entrepreneurial exposure and entrepreneurial orientation in adolescents.
- To analyse the relative contribution of parenting styles, personality and entrepreneurial exposure to entrepreneurial orientation of adolescent.
METHOD
SAMPLE
Sample for the present investigation was comprised of 400 adolescents pursuing graduation course (males, age ranging between 18 to 25 years). Selection of the sample is incidental. All the subjects were given Entrepreneurial Talent Scale, Parental Authority Questionnaire, Five factor inventory, and Entrepreneurial Exposure Scale.

The following hypotheses were framed to address the above raised issues empirically for investigation:

- Authoritative parenting style would have positive relationship with Entrepreneurial orientation of adolescents.
- Authoritarian parenting style would have negative relationship with entrepreneurial orientation of adolescents.
- Permissive parenting style would have negative relationship with entrepreneurial orientation of adolescents.
- Extraversion would have highly positive and significant association with entrepreneurial orientation as compared to neuroticism in adolescents.
- Openness to experience and conscientiousness would be positively associated with entrepreneurial orientation of adolescents.
- Agreeableness and entrepreneurial orientation would be positively associated.
- Entrepreneurial exposure would be positively related to entrepreneurial orientation.

Statistical analysis was done using Pearson product moment correlation, factor analysis and Stepwise multiple regression.

RESULTS AND THEIR DISCUSSION

The main points emerge from the results of Pearson product moment correlations:

- Authoritative parenting style has positive and highly significant Authoritarian parenting style has negative and highly significant and Permissive parenting has no relationship with entrepreneurial orientation of adolescents.
• Extraversion, Openness to experience and Conscientiousness have highly positive and significant where as Neuroticism has negative and significant relationship with entrepreneurial orientation.
• Entrepreneurial exposure has positive and highly significant relationship with entrepreneurial orientation.

The significant points emerged from the results of principal component factor analyses:
• Factor analysis revealed that the problem focused part of entrepreneurial orientation shows closure affinity with authoritative parenting style, extraversion, openness and conscientiousness in the personality domain and all indices of entrepreneurial exposure.
• Entrepreneurial orientation in totality is closely linked with authoritative parenting and school & media influences.
• Agreeableness and neuroticism in personality despite positive and significant factor loading on extraversion, openness and conscientiousness linked negatively with administration ability and entrepreneurial self concept in the entrepreneurial orientation domain.

The significant points emerged from the result of Stepwise multiple regressions analysis:
• Stepwise multiple regression analyses show that percentage wise contribution of school, Openness, Authoritative parenting style, media and extraversion in entrepreneurial orientation has been found to be 45,9,2,1 and 1 per cent respectively.
• Neuroticism, authoritarian parenting style and agreeableness contribute 3, 1 and 1 per cent respectively but in the negative direction.