

# The Myanmar JOURNAL

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## Letter from the Editor-in-Chief

The Korea Myanmar Research Institute (KOMYRA) has supported the ongoing projects on the mutual development of Myanmar and Korea in the entire field of society, economy, culture, education, science, and related industry. As a part of our efforts to provide convenient access to understand Myanmar and Korea worldwide, KOMYRA has co-published the Myanmar Journal with Yangon University of Economics (YUE) since August 2014, and now we release the Myanmar Journal Vol. 6, No. 2.

This issue features various topics that may be of international interest, such as academic and industrial researches mainly concerning economic and social changes, FDI, education, welfare, culture, renewable energy, mobile finance, etc.

We hope this journal continues to promote understanding about the present status and the potential capacities of Myanmar and Korea, and facilitate in-depth international exchange and cooperation.

I would like to express my deep gratitude to the Editorial Board and the Staff of KOMYRA who have contributed their valuable supports towards the publication of this issue of the Myanmar Journal.

August 31, 2019

Youngjun Choi *yj choi*

Editor-in-Chief of THE MYANMAR JOURNAL

Vice-President of KOMYRA

Email: [yjchoi@khu.ac.kr](mailto:yjchoi@khu.ac.kr)

Office: +82-2-961-0485

Web address: [komyra.com/doc/scope.php](http://komyra.com/doc/scope.php)

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## **INFORMATION ABOUT The Myanmar Journal**

The Myanmar Journal (ISSN 2383-6563) is the official international journal co-published by Yangon University of Economics (YUE) and Korea Myanmar Research Institute (KOMYRA).

This journal aims to promote the mutual cooperation and development of Myanmar and Korea through intensive researches in the entire field of society, economy, culture, and industry.

It will cover all general academic and industrial issues, and share ideas, problems and solution for development of Myanmar.

Articles for publication will be on-line released twice a year at the end of February and August every year on the Myanmar Journal webpage.

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## **Entrepreneurial Intention among Undergraduates of Yangon University of Economics**

***Than Soe Oo***

*Yangon University of Economics*

**ABSTRACT:** The purpose of this study was to analyze the effect of personality traits on entrepreneurial intention among undergraduates of Yangon University of Economics. This study used a cross sectional design and quantitative approach. Data was collected from 278 students of 2018-2019 academic year using simple random sampling method through self-administered questionnaire to collect the data. After removing questionnaires with missing data, 263 questionnaires were finally taken into analysis. For data analysis, descriptive analysis and multiple liner regression analysis were used. Results showed that locus of control, need for achievement, propensity to take risk and innovativeness have a significant effect while tolerance for ambiguity and self-confidence have insignificant effect on entrepreneurial intention. Among the variables, it can be seen that need for achievement has the strongest effect on entrepreneurial intention.

**Key words :** Personality traits, Entrepreneurial intention,

### **I. Introduction**

Many Universities and governments are intentionally trying to support undergraduates to grip entrepreneurship. It is a commonly accepted that entrepreneurship can offer job creation and reduction in graduate unemployment. There is no doubt that entrepreneurship is important for both personal and the economy development (Fauziah et al., 2004). There are strong evidences that "entrepreneurship offers significant opportunities for individuals to achieve financial freedom and benefits the economy by contributing to job creation, innovation and economic growth" (Ramos, 2014). So, there is no need to argue that countries particularly developing ones should promote entrepreneurship in their countries.

### **Objectives of the Study**

The following objectives are developed for this study:

- (1) To identify the entrepreneurial intention among the undergraduates.
- (2) To analyze the effect of the personality traits on entrepreneurial intention of the undergraduates.

This research framework is identified as in Figure 1.

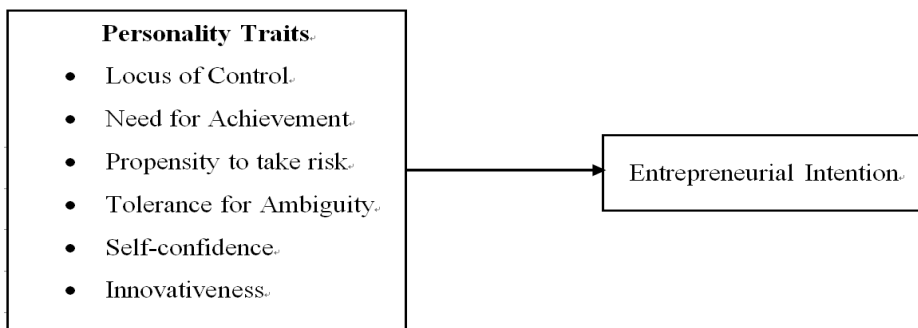


Figure 1. Research framework for the current study.

## **II. Method of the Study**

This study used a cross sectional design and quantitative approach. The populations used in this study were final year students at Yangon University of Economics who are registered as a student in the academic year 2018-2019. The required sample size was determined based on Krejcie & Morgan (1970). Data are collected from 278 students of 2018-2019 academic year using simple random sampling method. This study made use of a self-administered questionnaire to collect the data. After removing questionnaires with missing data, 263 questionnaires were finally taken into analysis. All the variables were adopted from previous researches and a five-point Likert scale point was used. The structured questionnaires are used to collect primary data. The questionnaire is divided into three parts: demographic characteristics, personality traits and entrepreneurial intention. The personality traits were adapted from previous studies such as Budner (1962), Rotter (1996) and Cassidy & Lynn (1989). Entrepreneurial intention scale was adapted from Linan & Chen (2009). For demographic characteristics questions are not with Likert scales type. Theoretical concepts concerning with entrepreneurship were studied through secondary data. The secondary data were from previous studies in this field on the internet.

Data were analyzed using the Statistical Packages for the Social Sciences version 25 (SPSS 25). Descriptive statistics were used for analyzing the demographic profile of respondents. The multiple linear regression was used for analyzing the effect of the personality traits on entrepreneurial intention.

### **III. Results**

#### **1. Demographic Profile of Respondents**

At the first step, descriptive analysis has been conducted to present the demographic profile of respondents based on gender and age. The results are shown in Table (1).

Table 1 Demographic Profile of Respondents

Attribute	Characteristics	Frequency	Percent
Gender	Male	41	16
	Female	222	84
Age Group	Below 20 years old	66	25
	21 – 23 years old	194	74
	23 years and above	3	1

Source: Survey Data (2019, July)

According to Table 1, the total respondents comprised of 263 undergraduates of Yangon University of Economics. In terms of gender, male respondents represented 16 percent and female respondents constituted the majority, i.e. 84 percent. In terms of age, majority of the respondents are between the age 21-23 years which is made up of 74 percent of total respondents followed by below 20 years old at 25 percent and age 23 years and above is approximately at 1 percent of total respondents.

#### **2. Level of Entrepreneurial Intention Among the Undergraduates**

In this section, entrepreneurial intention was analyzed. Regarding these dimensions, respondents were asked to rate their level of agreement on each statement, and then mean value for the dimension was calculated. For this purpose, seven statements were used in this study and five points Likert scales are applied. The means value of variables was categorized into three levels. "Means value less than 2.00 was as low



level, means value between 2.00 and less than 3.50 was as moderate level and means value of 3.50 or higher was as high level of intention" (Sekaran & Bougie, 2010).

Table 2. Level of Entrepreneurial Intention

Variable	Mean	Standard Deviation	Level of Intention
Entrepreneurial Intention	3.43	0.71	Moderate

Source: Survey Data (2019, July)

According to Table 2, undergraduates from Yangon University of Economics was moderate level of entrepreneurial intention.

### 3. Effect of the Personality Traits on Entrepreneurial Intention

In this study, the dependent variable was explained by six independent variables. This method was used to predict the change in dependent in response to changes in the independent variables.

Multiple linear regression analysis was conducted to test the effect of personality traits on entrepreneurial intention of the undergraduates. In the regression analysis, entrepreneurial intention was regarded as dependent variable and six personality traits were treat as independent variables.

Results of effect of the personality traits on entrepreneurial intention was reported in Table 3.

Table 3 Effect of Personality Traits on Entrepreneurial Intention

Variables	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	-.251	.070	-3.603	.000
Locus of Control	.037**	.017	2.127	.034
Need for Achievement	.590***	.034	17.397	.000
Propensity to take Risk	.112***	.024	4.682	.000
Tolerance for Ambiguity	.003	.013	.203	.839
Self-confidence	-.015	.016	-.933	.352
Innovativeness	.280***	.028	9.925	.000
R <sup>2</sup>		0.971		
Adjusted R <sup>2</sup>		0.979		
F-value		1423.064	***	
Sig.		0.000		

Source: Survey Data (2019, July)

Note: \*\*\* indicated that significant at 1 percent level and \*\* indicated that significant at

5 percent level.

Results of regression analysis indicated that much of the variation of the dependent variable is explained with adjusted  $R^2=0.979$  and F-value 1423.064 ( $p<0.01$ ) with six independent variables. Adjusted  $R^2$  reveals that 97.9 percent of total variance of entrepreneurial intention is explained by personality traits. That is six variables in this model accounts for 97.9 percent of total variance independent variable.

The regression results in Table 3 also showed that locus of control ( $\beta = 0.037$ ,  $p<0.05$ ), need for achievement ( $\beta = 0.590$ ,  $p<0.01$ ), propensity to take risk ( $\beta = 0.112$ ,  $p<0.01$ ) and innovativeness ( $\beta = 0.280$ ,  $p<0.01$ ) were significant effect on entrepreneurial intention. Among the variables, it can be seen that need for achievement ( $\beta = 0.590$ ) has the strongest effect on entrepreneurial intention. This is followed by innovativeness ( $\beta = 0.280$ ), propensity to take risk ( $\beta = 0.112$ ) and locus of control ( $\beta = 0.037$ ). However, tolerance for ambiguity and self-confidence were not significant in this study.

#### **IV. Conclusion**

This study was carried out to identify the entrepreneurial intention and to analyze the effect of the personality traits on entrepreneurial intention of the undergraduate students. 263 respondents of undergraduates completed questionnaire composed of three parts such as demographic profile, personality traits and entrepreneurial intention.

The study found that locus of control, need for achievement, propensity to take risk and innovativeness have a significant effect while tolerance for ambiguity and self-confidence have insignificant effect on entrepreneurial intention. Among them, need for achievement was the most influential factor.

This study attempts to get insight information of the undergraduate's intention to become entrepreneurship. The study explores some valuable information that will be useful for those who want to promote entrepreneurship as well as those who want to become entrepreneurs themselves. The university should invite some successful entrepreneurs regularly to deliver business talks to encourage undergraduates' entrepreneurial intention.

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# The Myanmar JOURNAL

– Volume 6 Number 2 August 2019

31 August 2019

Yangon University of Economics (Myanmar)  
Korea Myanmar Research Association (Korea)  
2014~, Semiannual  
ISSN : 2383-6563(Online)

Co-published with **Yangon University of Economics (YUE)** and  
**Korea Myanmar Research Association (KOMYRA)**  
<http://www.komyra.com/doc/submission.php>