Chapter 8

The Entrepreneurial Intention in University Level Students: The Case of Mexico

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ABSTRACT

Universities impact in the entrepreneurship ecosystem, they emanate a large number of talents, using their resources to support entrepreneurship. From this situation, arrives the importance of generating and validating measurement instruments to contribute to the identification of level of entrepreneurial intention with which students, of higher education level, have. The Exploratory Factor Analysis technique, uses the Varimax Orthogonal Rotation method, with principal component extraction factors, with a sample of 235 students in public universities of the state of Guanajuato in Mexico, considering 6 dimensions as variables. The results of this research consider as relevant only 3 dimensions from the 6 studied, considering that the entrepreneurial intention in the higher education student is a product of creativity, innovation and need for achievement. While the three dimensions: self-esteem, assumption of risk and problem solving, does not reach a relevant importance; showing a robust instrument for the Mexican context.
INTRODUCTION

Nowadays, university educational programs include activities and courses, orientated towards motivating the intention or entrepreneurial attitude of their students, among the creation of their companies. Support and training are granted to those who have decided to undertake such programs, since this allows for combating unemployment in a region or country (Espíritu, 2011). Nowadays, society is increasingly aware of innovation and entrepreneurship because these are considered as key ingredients for the strengthening of the current economy (Julia, Meliá, Villalonga and Carnicer, 2015).

The knowledge about the level of entrepreneurial intention in young university students is essential, and the universities are participating more as entrepreneur trainers every day, thus benefiting the students and the country where the university is located (Laukkanan, 2000). From the economic point of view, they promote the entrepreneurial spirit in the students, contributing to the economy of the country where they are located. Further, seen from the professional development of their students, they form a high capacity of entrepreneurship in the future professionals who will become investors with greater possibility of starting their own company with characteristics of innovation and differentiation (Cabana, Cortes, Plaza, Castillo and Alvarez, 2013).

The objective of this research is to establish a robust scale that allows evaluating the degree of entrepreneurial intention of higher education students in Mexico, based on the following six research questions: (1) Is self-esteem a determinant of the entrepreneurial intention of high-level students superior of Mexico? (2) Is the innovation a determinant of the entrepreneurial intention of higher-level students in Mexico? (3) Is the need for achievement a determinant of entrepreneurial intention in higher-level students in Mexico? (4) Is the assumption of risk a determinant of the entrepreneurial intention of higher-level students in Mexico? (5) Is creativity a determinant of entrepreneurial intention in higher-level students in Mexico? (6) Is the resolution of the problems a determinant of entrepreneurial intention in upper level students in Mexico?

This paper is composed of 5 sections, being namely and respectively, the introduction, background, main focus of the chapter with the issues, controversies and problems, followed by the recommendations and conclusions.

BACKGROUND

Entrepreneurship

The term “entrepreneurship” represents a series of conceptualizations from its origins. It has been considered as a word of French origin, in which it is thought that the entrepreneur is the person who runs his company, owning his capital and characters who live in uncertainty (Cantillon, 1931). Hence, the study of the role of entrepreneurship is fundamental in economic and social development (Marulanda, Montoya and Velez, 2014). For Formicheilla (2014), the entrepreneur is the person capable of creating something new or different, which can have an impact both for him and his community. In this way, entrepreneurs must be identified as generators of ideas, with the ability to develop skills that allow them to improve social conditions (Jaramillo, 2008).
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