

# Difference Between Personality Traits Of Students Of Public And Private Universities And Its Impact On Entrepreneurial Career

**Dr. Tanveer Kaur**

*Assistant Professor of Commerce, Multani Modi College, Patiala*

## Introduction

In the present state of affairs, entrepreneurship has become an important area of study. Entrepreneurs have contributed comprehensively to nation, society as well as humanity. The history of various economically developed nations lays a great emphasis on the relationship among overall economic development and entrepreneurial activity. In fact, entrepreneurship can be referred as one of the important factors of economic development. Entrepreneurs are rather very important for developing countries. According to Gausch et al. (2002), the deficiency of national entrepreneurs can be the basis of macroeconomic and institutional instability in developing countries. As entrepreneurship is identical with self-employed, it is supposed to be an effective strategy in managing the issue of employability, particularly among the youths. Given these effects entrepreneurship has received much attention from researchers.

## Youth and employment challenge

According to ILO's Global Trends Report 2012 on Youth, nearly 75 million young people are unemployed across the world, which represents an increase of more than 4 million since 2007 (ILO 2012). The situation is rather more challenging for India, with the largest youth population in the world with around 66 per cent of the total population under the age of 35.

Youth unemployment is a hinder for the development of any nation and no nation can afford to underutilize the asset that young people represent. However the problem of youth unemployment is rather more serious in developing countries and economies in transition as compared to developed countries. According to Fallows and Steven (2000) students are increasingly recognizing that in the current economic climate, most jobs are rarely "for life". In

the present scenario employment status mostly lacks permanence and longevity which lead to lots of insecurities.

Although entrepreneurship is preferred by most of the countries, but it is definitely a fortunate thing for developing countries like India where unemployment is a big problem. Like several other countries of the world, India has the ample amount of rich natural and human resources and these have to be properly used for the growth and progress of the nation. Entrepreneurship is therefore very important for the proper utilization of renewable and nonrenewable resources and also to provide employment for youth in this area. Also in the 21<sup>st</sup> century, more specifically after the adoption of new economic policy, entrepreneurship has acquired rather a more important role in the growth and development of Indian economy. With the rapid change in the business environment in India the role of entrepreneurship has extended far beyond just increasing capital output and income, rather it is now expected to function as a catalytic energy for economic development of the country. Graduate entrepreneurship can have a positive impact on the labour market by generating employment which is most important need when an employment gap in India is on the rise.

### **Personality traits and aspirations towards entrepreneurial career**

A personality trait is a unique feature of a person's character. Personality can be well thought-out as a model of consistency which reflects thoughts, emotions and actions. Costa and McCrae (1992) thought that personality exhibits the individual's level of inclination towards a certain thing or action. In other words personality is an individual's inherent external behaviour. It is generally assumed that traits remain stable over time and also that it affects the behaviour of a person. This does not mean that traits always incline an individual in exactly the same way, irrespective of the situation. It simply implies that traits make behaviour more probable.

Entrepreneurship is based on the personality of an entrepreneur. An entrepreneur must possess certain special characteristics that assist him to become a successful businessman. In the words of Hariri and Osman "entrepreneurs can be differentiated from non entrepreneurs by personality characteristics. People who possess the same characteristics as entrepreneurs have a higher tendency (potential) to perform entrepreneurial acts than do people who do not possess such characteristics". All entrepreneurs, whether young, aspiring, students, non students or old

are believed to possess certain peculiar characteristics necessary for carrying out successful entrepreneurial ventures. According to Ismail et al. (2009) an individual with certain personality traits may be more attracted to entrepreneurial activities. Entrepreneurs possess a mixture of traits found only in a very small fraction of the population and these traits give rise to entrepreneurship.

Staw et al. (1986) performed a number of experiments and found that stable individual personality is shaped by the age of adolescence and, thus, help to predict future behaviour and attitudes in spite of chief situational changes. As the sample of the study has crossed the age of adolescence, hence it can be expected that their personality construct has been already formed. Identifying the relationship between personality characteristics and entrepreneurial career aspirations of students are important for theoretical and practical reasons, because students with a certain personality trait may have a tendency to pursue entrepreneurship as a career. Therefore on the basis of the suggestion of findings on use of Big five models in various contexts, it is expected that it might give some important lead to the understanding the Entrepreneurial career aspiration of university students. Hence, to identify this tendency may provide benefits to nation to provide for entrepreneurship as a career opportunity for its young educated students.

### Review of literature

For any research to be successful literature forms the base. The literature available on entrepreneurship throws light on many issues of entrepreneurship. Hence it would be meaningful to examine the earlier studies in the area of personality traits to know the various aspects required for considering personality as a factor in choosing entrepreneurship as a career option.

**Beugelsdijk** and **Noorderhaven (2005)** examine the personality characteristics of self employed in their study “**Personality characteristics of self employed – An empirical study**”. Since most of the existing studies related to personality characteristics of entrepreneurs lay emphasis on factors like age, educational profile and motivations to become self – employed, this study tried to inquire empirically that entrepreneurs are psychologically different from the general population. It has been empirically shown than entrepreneurs differ from the rest of the population and from wage and salary earners in many ways. Data were collected using data set of European Values Survey (EVS) taking a large sample of 14846

individuals and then comparing self – employed with general population and with wage and salary earners using logit equation, binomial regression, and chi – square analysis. It was found that the self employed differs both from the general population as well as wage and salary earners in a number of characteristics. Entrepreneurs have a stronger preference for individual effort (i.e. they are more individually oriented) and lay more importance to hard work than the rest of the population.

**Hariri and Osman (2006)** in research “**The Stages of entrepreneurship personality criteria among Malaysian High School Students**” conducted a survey on students to identify the levels of male and female entrepreneurial personality characteristics. The questionnaire was designed to test certain personality traits such as need for achievement, need for affiliation, locus of control, risk taking propensity and tolerance for ambiguity. The data were collected from 90 students in two schools in Ipoh, Malaysia. The data were empirically analyzed using descriptive statistics and t-test techniques. It was found that there exists no significant difference in the level of the personality traits of male and female students. Amongst the five personality traits tested, it was found that students gave more importance to locus of control which was then followed by the need for achievement.

**Siddiqui (2007)** in the research paper “**An empirical study of traits determining entrepreneurial leadership – An educational perspective**” have focused to take a deeper look and to develop a model based on various traits determining entrepreneurial leadership. Fifteen different traits were identified comprising of the general traits of leader and entrepreneur both. The primary data was collected from a sample of 347 individuals in Delhi and NCR on the basis of judgment cum convenience sampling techniques. Correlation matrix and Factor analysis were applied to empirically analyze data and determine traits which entail entrepreneurial leadership among entrepreneurs. It was concluded that the traits determining entrepreneurial leadership are not highly correlated. Out of total traits seven specific groups are formed using factor analysis. It was concluded that experience based learning was the best option to incorporate entrepreneurial leadership traits in a person. The model suggested the way to incorporate entrepreneurial leadership traits through education.

**Nimalathan (2008)** in his research “**Characteristics of entrepreneurs – A comparative study of small scale entrepreneurs of Sri Lanka and Bangladesh**” have tried to find out the characteristics of the Sri Lankan and Bangladeshi small – scale entrepreneurs and to see if there

exist any differences between behavioural and psychological characteristics of small scale entrepreneurs of the two countries. The empirical study was conducted based on primary data using a combination of structured questionnaires to gather the information. Data was collected from 50 small scale entrepreneurs who formed their enterprises during the last 10 years. The data were analyzed on SPSS using factor analysis and it was found that Sri Lankan entrepreneurs have traits such as seeking opportunity, persistence, commitment to work contract, demand of work quality and efficiency, risk taking, visionary, similarly Bangladeshi entrepreneurs also possess the above traits except visionary. Thus, it was concluded that both Sri Lankan and Bangladeshi entrepreneurs have similar traits.

**Antonicic (2009)** in his paper entitled “**The entrepreneurs general personality traits & technological developments**” attempted to study the relationship between entrepreneurs’ general personality traits and technological developments. The researcher has focused on testing the general personality characteristics (the big five personality factors –OCEAN: openness, conscientiousness, extraversion, agreeableness and neuroticism) together with small firm’s technological developments in a model by using multiple regression analysis on a sample of 160 entrepreneurs from Slovenia. The dimensional structure of the big five personality factors was tested using exploratory factor analysis (i.e. Principal component analysis with Varimax rotation) and the hypothesis was tested on the basis of multiple regression analysis. The study revealed that two personality factors are predictive of technological development, i.e. openness having a positive impact and neuroticism having negative impact. Whereas the other three factors i.e. (conscientiousness, extraversion, agreeableness) may not be important for the technological development of the firm.

**Halim et al. (2010)** in their research paper “**Entrepreneurial characteristics and commitment in Terengganu Heritage Industry**” have given a brief account based on previous research that commitment of creative entrepreneurs is affected by the changes in their entrepreneurial characteristics. The researchers also made a suggestion that government initiatives temperate the effect between entrepreneur characteristics and their commitment. Different factors in entrepreneurial characteristics such as need for achievement, locus of control, creativity, innovativeness etc have been discovered to impart significantly to the performance of medium and small business. The study was conducted to evaluate the relationship between entrepreneurial traits towards business commitment among creative

entrepreneurs, registered with Kraftangan, Malaysia, Terengganu. The data were collected from 105 creative entrepreneurs registered with Perbadanan Kemajuan Kraftangan, Malaysia, Terengganu. The study suggested that different entrepreneurial characteristics have a moderate to low relationship with their business commitment except the locus of control. It was also found that introducing government initiatives does not significantly impact the relationship between the entrepreneurs' characteristics and their business commitment.

**Zhao et al. (2010)** conducted a set of Meta analyses “**The relationship of personality to entrepreneurial intentions and performance: a Meta analytic review**” to examine the relationship of personality to outcomes of two different stages of process of entrepreneurship: i.e. entrepreneurial intentions and entrepreneurial performance. A broad range of personality scales was categorized on the basis of the five factor model of personality. It was found that four out of the five factors of big five personality were associated with both dependent variables. However, agreeableness failed to be associated with either. Risk propensity was studied as a separate factor of personality, which was found to be positively associated with entrepreneurial intentions but it was not related to entrepreneurial performance. It was thus concluded that personality had a very important role in the emergence and success of entrepreneurs.

**Caliendo et al. (2011)** in their research “**Personality characteristics and the decision to become and stay self employed**” investigated the influence of different kinds of personality characteristics on entrepreneurial development. It examined the extent to which big five personality traits and further personality characteristics are related to entrepreneurial tasks, have influence on entry into self employment and survival of self employed persons in Germany on the basis of large representative household panel survey. On the basis of empirical analysis, it was found that “risk attitudes” and “locus of control” in particular are specific characteristics having a strong effect on entry and survival. However, in relation to big five approaches, in particular “openness to experience” and “extraversion” and to a lower extent “neuroticism” and “agreeableness” explains entrepreneurial development. The power of big five is comparable to most important factor of entrepreneurial education and almost three times larger than parental self employment.

**Louis and Lombart (2011)** conducted a research titled “**Image and personality: two complementary tools to position and differentiate retailers**” to study retailers positioning

and how are they different from each other through the concepts of image and personality. For the purpose of the study, primary data were collected from a convenience sample of 524 French consumers (aged 19 to 23). Eight retailers from three sectors (grocery, clothing and sport articles) that are leading retailers in France are considered for the study. The tools examined (image and personality) are applicable to generalists (in the grocery sector), specialists (in the clothing and sport articles sectors), retailers providing utilitarian products (in the grocery sector) and retailers providing symbolic products (in the clothing sector). With the help of various statistical tools such as factor analysis, cronbach alpha, chi – square, the research concluded that there is a stronger differentiating power of personality compared to the image. The tools are rather complementary. The concept of the image emphasizes on the functional attributes of retailers that are tangible (e.g. quality of merchandise) and intangible (e.g. Store layout) attributes. And the concept of personality emphasizes on symbolic attributes.

**Delgado et al. (2012)** in the research paper titled “**Influence of Affective Traits on Entrepreneurs’ Goals and Satisfaction**” analyze the role of affective traits on the behaviour of entrepreneurs. The data has been collected from 335 entrepreneurs from multiple industries of the Spanish region of Castile and Leon and is used to analyze the role that emotions play in the entrepreneur’s statement of goals and also in their satisfaction with the performance of the business. The data were analyzed using SPSS AND AMOS on the basis of path analysis technique. The results reveal that positive affective traits influence an entrepreneur towards state broad and ambitious goals, and personal negative affective traits influence entrepreneurs towards stating narrower goals. It has also been found that positive (negative) affective traits are positively (negatively) related to the satisfaction of entrepreneurs.

**Habib (2012)** made an empirical examination in their paper titled “**Identifying the traits of entrepreneurs in a university setting: An empirical examination of Saudi Arabian university students**”. The paper tried to examine, the relationship between four personality traits, i.e. innovativeness, risk taking, locus of control and energy level and the likelihood of owning or starting a business. The data were collected using a self administered questionnaire from a sample of 600 students (studying business, economics and engineering) attending three universities in Saudi Arabia and. The data were analyzed using t-test. The study revealed a systematic variation in entrepreneurial traits of university student entrepreneurs and non entrepreneurs. It was concluded that the student entrepreneurs are more innovative, risk takers



and exhibit high levels of energy and locus of control than non entrepreneurs. The study also laid emphasis on entrepreneurial education and further suggested that individuals who acquire some additional education or training in business are more likely to be involved in entrepreneurial activities.

**Morales and Marquina (2013)** in their study “**Entrepreneurial skills, significant differences between Serbian and German entrepreneurs**” have attempted to discuss the nature of entrepreneurial skills in different countries to find out what individual variables make an entrepreneur. The SAT-ECENT questionnaire was used on a sample of 394 potential entrepreneurs to test four skills: readiness to change, learning competence, impact on people and tolerance to stress. Out of 394 people, 190 were living in Serbia and 204 in Germany. The data were analyzed in two stages; first descriptive statistics (mean and standard deviation) were computed and then t-test and principal component analysis were performed. The results indicated that the respondents in each country reported differently to the development levels in their entrepreneurial skills. Thus, it was concluded that cultural difference might influence the perception of skills by potential entrepreneurs.

**Research methodology:** Research methodology is a way to systematically solve the problem under study. This is a descriptive and empirical type of research which includes surveys and fact- finding enquires of different kinds.

**Objective:** To study the personality traits of the students of public and private universities opting for entrepreneurial careers.

**Data collection** The research design for the present study cover’s both the primary data and secondary data. The present study is focused on the students pursuing professional courses at the post graduate and undergraduate level enrolled in various universities in the state of Punjab. The sample of the present study comprised of 500 students studying in different professional courses such as (M.B.A, Pharmacy, Engineering and computer applications).The sample was taken from 3 public universities (i.e. Punjabi university, Panjab university and Punjab technical university) and 3 private universities (i.e. Chitkara university, Chandigarh university and Lovely professional university) providing professional education in the state of Punjab. Out of this some questionnaires were incomplete and inappropriate ad only 484 questionnaires were included for final survey.



### Instrument of data collection

After reviewing the literature on a variety of scales used to measure personality traits, the pre tested scale Big Five Inventory developed by Oliver P John, 1991 was used for the present study. The BFI is a 44 item scale that provides a brief, comprehensive measure of five domains of personality. It consists of five sub scales that measure five domains of personality, namely neuroticism, extraversion, openness, agreeableness, and conscientiousness. Scores with these domains provide a comprehensive outline that summarizes an individual's emotional, interpersonal, experiential and attitudinal personality traits. A description of the five domains is as follows:

- (a) **Neuroticism:** It includes eight items to measure individual's adjustment and emotional stability. Neuroticism refers to a person's ability to remain stable and balanced. Individuals high on this domain tend to experience number of negative emotions including anxiety, anger, depression, self consciousness and vulnerability. Low scores on this domain can be characterized as self-confident, peaceful, even tempered and relaxed (Costa and McCrae, 1992).
- (b) **Extraversion:** Extroverts enjoy being with people, are full of energy and enthusiasm. This domain includes eight items to measure the extent to which the individual is self-confident, energetic, active, talkative and enthusiastic. Individual score high on extraversion have a tendency to be friendly, self-confident, enthusiastic and cheerful (Costa and McCrae, 1992).
- (c) **Openness to experience:** Openness to experience describes people that are imaginative and creative as compared to conventional people. It includes ten items. The high level of openness depicts imagination, innovativeness, and creativity of individuals.
- (d) **Agreeableness:** Agreeable individual value getting along with others. It includes nine items which assess one's interpersonal orientation. Individuals high on this domain can be characterized as trustworthy, sympathetic, helpful and unselfish. Individuals who score low on this dimension can be characterized as manipulative, self centered, suspicious and ruthless (Costa and McCrae, 1992; Digman, 1990).
- (e) **Conscientiousness:** This domain includes nine items. It measures the individual's degree of organization, persistence, hard work and motivation for goal accomplishment. Conscientiousness is a broad personality dimension which is composed of two primary facets named as achievement motivation and dependability (Mount and Barrick, 1995).

### Reliability of the Scale:

In this study, the reliability of the scale was tested by using Cronbach's alpha test. The test indicates how well the terms of a set are positively correlated to one another. The scale was administered on 50 respondents at random. A reliability between 0.5 and 0.6 is considered suffice by Nunnally (1967) cited in Churchill (1979), while 0.7 is a more reasonable Cronbach's alpha Nunnally (1978). The results of this test show that all variables in this scale are reliable being extraversion (0.626), agreeableness (0.633), conscientiousness (0.596), neuroticism (0.549) and openness (0.668). The cronbach alpha for overall scale was 0.799, which indicated that the internal consistency was quite high and, hence, it was concluded that the instrument was reliable.

### Tools used for Data Analysis

1. SPSS 13.0 Update Version (Statistical Package for the Social Sciences) was used for data analysis.
2. Microsoft Office Excel 2007 is used to generate graphs.

### Classification of data between public and private universities:

The simple classification of data on the basis of universities has been given in the table 1. It can be seen that the data is approximately equally distributed between the students of public and private universities with 49% of data belonging to public universities and 51% to private universities.

**Table 1**  
**Classification of data between public and private universities**

	Frequency	Percentage
Public universities	236	48.76
Private universities	248	51.24
Total	484	

### Comparison of personality traits between public and private universities

The hypothesis formulated was:

Hyp<sub>0</sub>: There is no significant difference between the personality traits of the students of public universities and private universities.

Hyp<sub>1</sub>: There is a significant difference between the personality traits of the students of public universities and private universities.

The sample respondents who were serious about entrepreneurial careers were further analyzed by grouping them into two i.e. the students of public universities and students of private

universities. In order to find out whether the personality traits differ between students of public and private universities, t- test of variance was applied. Before applying t-test; the assumptions of t-test i.e. equality of variance (homoscedasticity) and normality and were tested.

### Testing for equality of variances

Assumption of Homoscedasticity of variances was tested with the Levene test for equal variances. In the above case for all the personality traits the condition for equality of variance assumed was fulfilled as for all the traits sig is  $>0.05$ ; hence equal variance assumed values were taken in table 5:

**Table 2**  
**Levene's test for equality of variances**

Levene's test for equality of variances		F-value	Sig.
Extraversion	Equal variances assumed	1.009	0.316
Agreeableness	Equal variances assumed	1.816	0.179
Conscientiousness	Equal variances assumed	1.971	0.161
Neuroticism	Equal variances assumed	1.870	0.172
Openness	Equal variances assumed	0.683	0.409
Personality traits	Equal variances assumed	0.711	0.400

### Testing for normality

Normality was tested using normal probability plots and Shapiro- wilk test. A Shapiro Wilk's test ( $p>0.05$ ) and a visual inspection of normal Q-Q plots (Annexure) showed that overall personality traits were approximately normally distributed for both public and private universities with a skewness of  $-0.009$  (S.E=.191) and a kurtosis of  $-0.348$  (S.E=.379) for private universities and a skewness of  $-0.071$  (S.E=.200) and a kurtosis of  $-0.887$  (S.E=.397) for the public universities.

At some places skewness, kurtosis, z-value reveal that data was not perfectly normal, but Q-Q plots (Annexure ) did not reveal any significant departure from normality and hence normality of data was assumed and data was considered fit for parametric tests.

As the t - test is robust against the departure of the assumption of normality; especially if sample size is large; hence a mild violation of this assumption can be accepted (Malhotra and Dash 2012, Morgan et.al 2004).

**Table 3**  
**Testing normality with skewness, kurtosis and Z-value**

	PRIVATE UNIVERSITIES						PUBLIC UNIVERSITIES					
	Skewness	S.E (Sk)	Z-value	Kurtosis	S.E (K)	Z-value	Skewness	S.E (Sk)	Z-value	Kurtosis	S.E (K)	Z-value
Extraversion	-0.073	.191	-.382	-0.617	.379	-1.627	-.390	.200	-1.95	-.262	.397	-.659
Agreeableness	-.155	.191	-.811	-.444	.379	-1.171	-.253	.200	-1.265	-.692	.397	-1.743
Conscientiousness	.121	.191	.633	-.135	.379	-0.356	.266	.200	1.33	-.282	.397	-.710
Neuroticism	-.221	.191	-1.157	-.505	.379	-1.332	.075	.200	.375	-.537	.397	-1.352
Openness	-.394	.191	-2.062	-.110	.379	-.290	-.508	.200	-2.54	.401	.397	1.010
Personality traits	-.009	.191	-0.047	-.348	.379	-0.918	-.071	.200	-.355	-.887	.397	-2.234

**Shapiro-Wilk test of normality**

**Table 4**

	Private universities		Public universities	
	Statistic	Sig.	Statistic	Sig.
Extraversion	.972	.002	.974	.007
Agreeableness	.979	.014	.970	.002
Conscientiousness	.985	.070	.984	.092
Neuroticism	.977	.009	.981	.040
Openness	.979	.014	.977	.013
Personality traits	.990	.297	.977	.016

## **Comparison between personality traits of public and private university students (t-test Results)**

Personality traits were found to be different between respondents of both public and private universities except agreeableness and neuroticism.

- Table 5 shows that students of public and private universities were significantly different on extraversion ( $p=.010$ ). Inspection of two groups means on extraversion indicates that the average score of extraversion for public universities (2.8218) was significantly lower than the score (3.000) for private university students. The effect size  $d$  was approximately 0.3, which was smaller in this discipline (Cohen 1988).
- On the basis of conscientiousness also students of both public and private universities were significantly different at the 5 % level of significance. Inspection of two groups means on conscientiousness indicate that the mean score of conscientiousness for public universities (3.3682) was lower than the score (3.5116) for private university students. The effect size  $d$  was approximately 0.2, which was again smaller in this discipline as well (Cohen 1988).
- Students of public and private universities were different on the basis of openness ( $p=.081$ ) at the 10 % level of significance. Inspection of two groups means an openness indicates that the mean score of openness for public universities (3.6050) was lower than the score (3.7416) for private university students. The effect size  $d$  was approximately 0.2, which was smaller in this discipline. (Cohen 1988)
- Scores of public and private universities, however did not differ in the case of agreeableness ( $p=.511$ ) and neuroticism ( $p=0.435$ ) respectively.

Table 5

Comparison between personality traits of public and private universities (t-test Results)

Personality traits	Private universities		Public universities		t-value	Df	Sig P-value
	Mean	S.D	Mean	S.D			
Extraversion	3.000	.57957	2.8218	.62467	2.602	307	.010*
Agreeableness	3.7603	.71679	3.7046	.77054	.658	307	.511
Conscientiousness	3.5116	.64698	3.3682	.56790	2.061	307	.040*
Neuroticism	2.9267	.87213	3.0017	.80850	-.782	307	.435
Openness	3.7416	.66332	3.6050	.70653	1.754	307	.081**
Personality traits	3.4517	.44722	3.3508	.45243	1.971	307	.050*

\*Significant at 0.05 level of significance; \*\*= Significant at 0.10 level significance level

### Comparison of students who were serious about entrepreneurial careers between public and private universities

The alternate hypothesis i.e. there is a significant difference between the personality traits of the students of public universities and private universities who were serious and not serious about entrepreneurial careers has been accepted on the basis of statistical analysis. Initially, data was divided on the basis of students who were interested and who were not interested in an entrepreneurial career. It revealed that majority of students were interested in entrepreneurial career and would like to opt it sometime in future. Students of private universities were more inclined towards entrepreneurial careers as compared to students of public universities. However, on comparing students of public and private universities; students of private universities wanted to work harder, were more innovative, had a keen business sense and wanted to earn more for themselves and their families as compared to the students of public universities. Public universities should pay attention to boost the work culture among students and motivate them towards higher earnings. The students who were serious about entrepreneurial career were more extrovert and open as compared to students who were not serious about entrepreneurial careers.

According to the findings of the study such students were more talkative, full of energy, curious, imaginative, artistic, sociable, and adventurous and had wide interests. The traits of extraversion and openness are expected to be possessed by an entrepreneur, which is further confirmed by this study. The students of private universities were more extroverts and open as compared to students of public universities. This may be due to different opportunities platforms provided in private universities to help students to show up and boost their talent. There was one more finding among the students who were serious about entrepreneurial career regarding conscientiousness. The students who were serious regarding entrepreneurial careers, students of private universities were more conscientious compared to students of public universities. It means that students of private universities were more orderly, responsible and dutiful as compared to students of public universities. The administrative set up and protocol of private universities helps build all these traits among its students. Public universities need to pay attention in this regard as well as to help build various traits to promote entrepreneurial careers. As concluding note to the study it is observed that by analyzing entrepreneurial career aspirations of students of professional courses various academicians, practitioners, government, career guidance counseling programs can use it as guidance to promote entrepreneurship as a career among students and hence help to overcome the problem of unemployment. The entrepreneurial aspirations framework developed in the study requires government attention in efforts to improve student's perception towards entrepreneurial careers. Using the results of the study educational institutions may become more active to provide practical knowledge in the field of entrepreneurship.

### **References**

- Antoncic,B (2009),** “The Entrepreneur's General Personality Traits and Technological Developments” *International Journal of Social, Behavioural, Educational, Economic, Business and Industrial Engineering, Vol.3, No.5, pp.360-365*
- Beugelsdijk,S and Noordeheraven,N (2005),** “Personality Characteristics of Self-Employed; An Empirical Study” *Small Business Economics, Vol.24, No.2, pp.159-167*
- Brockaus,R (1980),** “Risk taking propensity of entrepreneurs” *Academy of Management Journal, Vol.23, No.3, pp.509-520*



- Brockhaus,R.H (1980)**, “The effect of job dissatisfaction on the decision to start a small business”, *Journal of Small Business Management*, Vol.18, pp.37-43.
- Caliendo,M; Fossen,F.M and Kritikos,A.S (2011)**, “Personality Characteristics and the Decision to Become and Stay Self-Employed” <http://ftp.iza.org/dp5566.pdf> last assessed on 27 Nov 2015.
- Churchill G.A (1979)**, “A Paradigm for Developing Better Measures of Marketing Constructs” [Journal of Marketing Research](#), Vol.16, No.1, pp.64-73.
- Cohen, J (1988)**, “Statistical Power and analysis for the behavioural sciences” (2<sup>nd</sup> Ed.), Hillsdale, NJ: Lawrence Erlbaum associates
- Costa P.T and McCrae,R.R (1992)**, “Revised NEO Personality Inventory (NEOPI- R) and the NEO Five-Factor Inventory (NEO-FFI): Professional manual. Florida, Psychological Assessment Resources, Inc.
- Costa,P.T and McCrae,R.R (1992)**, “Four ways five factors are basic” *Personality and Individual Differences*, Vol.13,No.6, pp. 653-665.
- Costa P.T and McCrae,R.R (1992)**, “Revised NEO Personality Inventory (NEOPI- R) and the NEO Five-Factor Inventory (NEO-FFI): Professional manual. Florida, Psychological Assessment Resources, Inc.
- Delgado,J; Rodriguez,A and Martin,N (2012)**, “Influence of affective traits on entrepreneur’s goals and satisfaction” *Journal of Small Business Management*, Vol.50, No.3, pp.408-428
- Digman,J.M (1990)**, “Personality structure: Emergence of the five-factor model” *Annual Review of Psychology*, Vol.41, pp. 417-440.
- Fallows,S and Steven,C (2000)**, “Building employability skills into the higher education curriculum: A university-wide initiative” *Education and Training Journal*, Vol.42, No.2, pp.75-82.
- Guasch,J.L; Kuznetsov,Y.N and Sanchez,S.M (2002)**, “Small and medium sized enterprises in Argentina: A potential engine for economic growth and employment” [http://www-wds.worldbank.org/external/default/WDSContentServer/WDSP/IB/2002/10/04/000094946\\_02092004005797/Rendered/PDF/multi0page.pdf](http://www-wds.worldbank.org/external/default/WDSContentServer/WDSP/IB/2002/10/04/000094946_02092004005797/Rendered/PDF/multi0page.pdf) last assessed on 5 Dec 2015.
- Habib,M (2012)**, “Identifying The Traits of Entrepreneurs in a University Setting: An empirical Examination of Saudi Arabian University Students” *International Business & Economics Research Journal*, Vol.11, No.9, pp.1019-1027

*Halim,M; Aziz,W and Zakaria,Z (2010), “Entrepreneurial characteristics and commitment in Terengganu Heritage Industry” <http://www.jmijitm.com/papers/130082002813-23.pdf> last assessed on 24 Sep 2013*

*Hariri,K and Osman,J(2006) , “The Stages Of Entrepreneurship Personality Criteria Among Malaysian High School Students” <http://www.jgbm.org/page/12%20Kamis,%20Hariri.pdf> last assessed on 21 nov 2015*

*International Labour Organization (ILO) (2006), “Global Employment Trends for Youth” [http://www.ilo.org/wcmsp5/groups/public/@dgreports/@dcomm/documents/publication/wcms\\_077664.pdf](http://www.ilo.org/wcmsp5/groups/public/@dgreports/@dcomm/documents/publication/wcms_077664.pdf) last assessed on 27 Jan 2016.*

*International Labour Organization (ILO) (2012), “Global Employment Trends for Youth” [http://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/publication/wcms\\_180976.pdf](http://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/documents/publication/wcms_180976.pdf) last assessed on 27 Jan 2016.*

*Ismail,M; Khalid,S.A; Othman,M; Jusoff,K; Abdul Rahman,N; Mohamed Kassim,K and Shekh Zain,R (2009), “Entrepreneurial Intention among Malaysian Undergraduates” International Journal of Business and Management, Vol.4, No.10, pp.54-60.*

*John,O.P and Srivastava,S (1999), “The Big-Five Trait Taxonomy: History, Measurement, and Theoretical Perspectives” [http://moityca.com.br/pdfs/bigfive\\_John.pdf](http://moityca.com.br/pdfs/bigfive_John.pdf) last assessed on 22 Dec 2015.*

*John,O.P (1991)[http://www.bmedreport.com/wpcontent/uploads/2009/07/Big\\_Five\\_Personality\\_Inventory.pdf](http://www.bmedreport.com/wpcontent/uploads/2009/07/Big_Five_Personality_Inventory.pdf) last assessed on 22 aug 2016*

*Kaur,K (2011), “Entrepreneurial Orientation: Role of parenting, personality and entrepreneurial exposure” PhD thesis submitted to the faculty of social sciences of Punjabi university, Patiala available on <http://shodhganga.inflibnet.ac.in/handle/10603/4475> last assessed on 18 August 2013*

*Learned,K.E (1992), “What happened before the organization? A model of organization formation” Entrepreneurship Theory and Practice, Vol.17, No.1, pp.39-48.*

*Louis,D and Lombart,C (2011), “Image and Personality: Two Complementary Tools to Position and Differentiate Retailers” International Management Review, Vol.7, No.1, pp.66-73*

*Malhotra,N.K and Dash,S (2012), “Marketing research: an applied orientation” 6<sup>th</sup> edition ,Dorling Kindersley, India*

**Morales,C and Marquina,P (2013)**, “Entrepreneurial Skills, Significant Differences between Serbian and German Entrepreneurs” *The Business and Economics Research Journal*, Vol.6, No.1, pp.129-141

**Morgan,G.A, Leech,N.L, Gloeckner,G.W and Barrett,K.C (2004)**, “SPSS for introductory statistics : use and interpretation” 2<sup>nd</sup> edition , Lawrence Erlbaum associates, publishers Mahwah, New Jersey, London

**Nimalathasan,B (2008)**, “ Characteristics of Entrepreneurs: A Comparative Study of Small Scale Entrepreneurs of Srilanka and Bangladesh” *Lex et Scientia*, Vol.15, No.2, pp.350-358

**Nunnaly, J (1978)**, “Psychometric Theory” McGraw-Hill, New York.

**Siddiqui,S (2007)**, “ An Empirical Study of Traits Determining Entrepreneurial Leadership- An Educational Perspective” *Skyline Business Journal*, Vol.4, No.1, pp.37-44

**Staw, B; Bell,N and Clausen,J (1986)**, “The dispositional approach to job attitudes: A lifetime longitudinal test” *Administrative Science Quarterly*, Vol.31, No.1, pp.56-77.

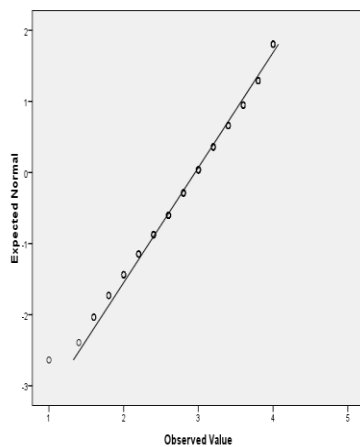
**Zhao,H, Seibert,S.E and Lumpkin, G. T.(2010)**, “The Relationship of Personality to Entrepreneurial Intentions and Performance: A Meta-Analytic Review” *Journal of Management*, Vol. 36, No. 2, pp. 381-404

### Annexure

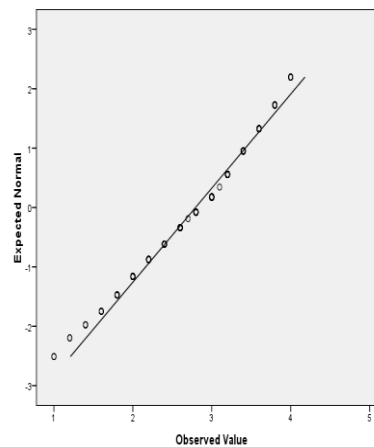
(Normal Q-Q plots-Personality Traits)

#### Extraversion

**Private universities**

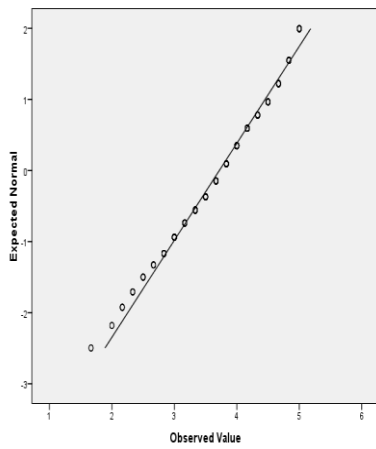


**Public universities**

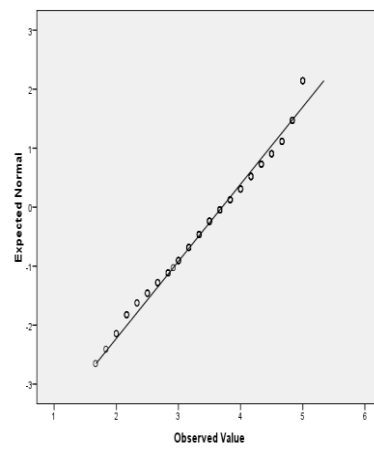


*Agreeableness*

*Private universities*

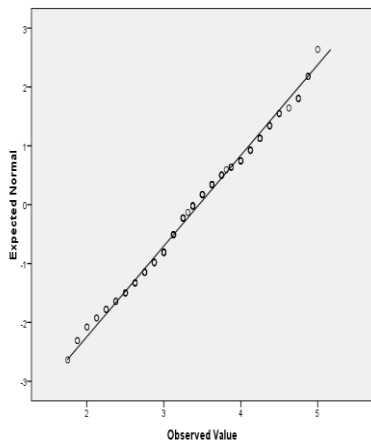


*Public universities*

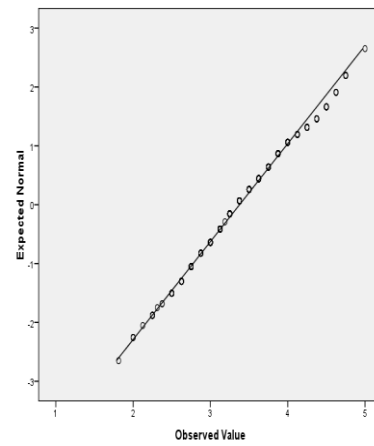


*Conscientiousness*

*Private universities*

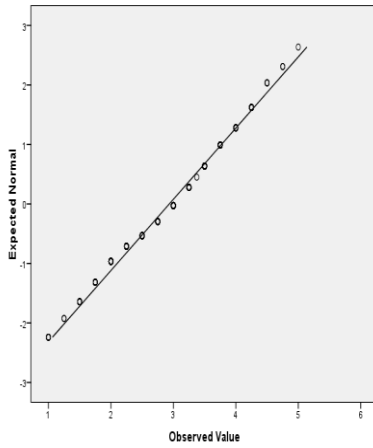


*Public universities*

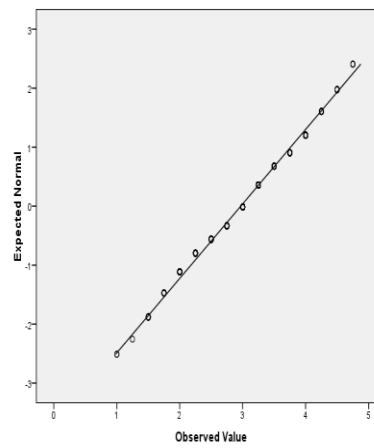


*Neuroticism*

*Private universities*

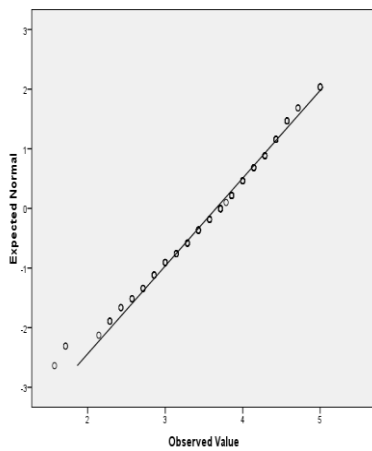


*Public universities*

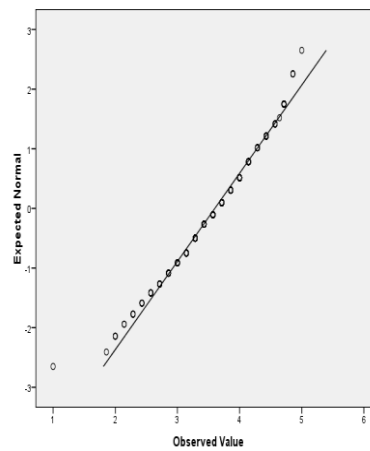


*Openness*

*Private universities*

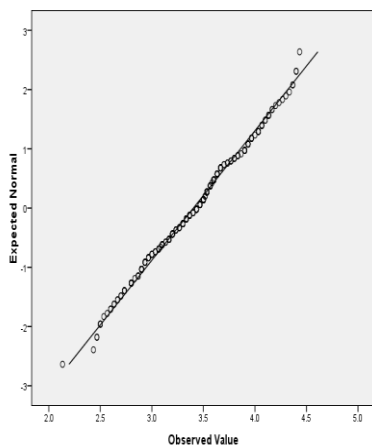


*Public universities*



*Personality traits*

*Private universities*



*Public universities*

