

STUDENTS' PERSPECTIVE ON NETREPRENEURSHIP AS A CAREER OPTION – AN ANALYSIS OF PRESENT PG CURRICULUM

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ABSTRACT

An entrepreneur is a person who sets up his own business or enterprise with an objective of making profits. Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business. A Netpreneur is an entrepreneur that applies innovation to create new businesses on the Internet, or someone who publishes their business online. In simple words a Netpreneur is a person who earns money by selling goods, rendering services or engaging in various business ventures through the internet. Netpreneurial spirit is a mindset. In Goa, the number of PG students passing out every year is steadily increasing. Many students have an ambition of becoming a doctor, teacher, banker, engineer, etc. However very few students are interested in start-ups or running their family business. The present research paper intends to analyse the capabilities of PG students with respect to undertaking Netpreneurship as a career option and evaluates the reliability of current curriculum in instigating the Netpreneurial spirit among selected PG students in Goa. For the purpose of study, the data has been collected from 61 PG students, which is analysed using Factor Analysis and Regression. The present research highlights the perception of the students, with regards to the significance of present curriculum in promoting the concept of

Netpreneurship in the young minds as one of the successful means of career building.

Key words: *Academic Curriculum, Netpreneurial Spirit, PG Students, Entrepreneurship, Goa.*

Introduction

Entrepreneurship has been considered as one of the prominent factors for the development of the country. The government is looking forward to create budding entrepreneurs by adopting many activities, which can encourage the youth towards self-employment. An entrepreneur is a person who builds or operates a business, taking on a greater amount of risk than someone who is an employee of a business. A successful entrepreneur is one who always learns from their failures. They are the one who take risk. Entrepreneurship and small business creation are cornerstones of Economic Development throughout the world. Entrepreneurial development today has assumed special importance, since it is key to economic development. The impact of entrepreneurial education has been recognized as one of the crucial factors that helps youth to understand and foster an attitude toward entrepreneurship.

Commerce education provides a great potential for the development of students, where they could take up Netpreneurship as one of the career option. However, this potential is not exploited fully. In current emerging market, though the Government is striving hard to motivate youth to choose entrepreneurship as a career option by implementing schemes like Start up India, Make in India, Stand up India and adding entrepreneurship development subjects to impart the knowledge among youth but still students are not inspired. Netpreneurship is a step in the positive direction. The term Netpreneur is a combination of two words namely “Net”, which refers to the internet which is a global system of

interconnected computer networks; and “Entrepreneur” refers to a person who undertakes innovations and risk in an effort to transform innovations into economic goods.

Although, practical projects relating to entrepreneurship are also made compulsory still students are not motivated to take up entrepreneurship as career option. With this, Netpreneurship is a distant dream. Any individual requires to possess below given skills in order to be an entrepreneur.

- a. Communication skills
- b. Leadership skills
- c. Risk Taking
- d. Innovation
- e. Passion
- f. Adaptability
- g. Focus
- h. Self-reliance

However, in order to be a Netpreneur in addition to the above skills, the skills required are significantly different such as:

- a. Working knowledge of Computers
- b. Understanding of System Design
- c. Network Building Skill

Literature Review

- **Dawn Lavella (2005)** in his study conducted in UK introduces the concept of Netpreneur which means an entrepreneur doing business online. The paper intends to consider Netpreneur system development through academic programmes integrated with real virtual business world.

- **Margaret Emalereta Akpomi (2008)** has studied entrepreneurship among graduates-to-be of Business/Management Faculties and Economic Development in Nigeria. The results of the study revealed that only 12.4% of graduates-to-be aspire to own businesses upon graduation. Among the reasons given were that there are no take-off funds/sponsorship, inadequate preparation to face the demands of running businesses and the poor attitude of Nigerians towards purchasing made-in Nigeria goods.
- **Navare Vijay Shripad (2016)** analysed entrepreneurial awareness and ability level among full time post graduate students in management subject. The study was conducted with respect to Mumbai city’.
- **Soda Bibi A. Farooqui (2013)** conducted an efficacy study of Economics subject curriculum in development of employability and entrepreneurship skills among undergraduate students. The study was conducted in Bangalore city. The study was conducted using suitable statistical techniques like pie chart, time series etc.
- **Velusami Arunkumar (2014)** studies on Students’ Attitudes and Intentions toward Entrepreneurship in India. The paper focuses on reviewing and analysing the empirical studies undertaken to find out the entrepreneurial intention among university students and find out the factors influencing their decision to venture in entrepreneurship.

Identification of Research Problem

The foregoing Literature Review shows that a number of studies on Entrepreneurship have been carried out in states such as Maharashtra, Karnataka and others. Entrepreneurship as a research is widely done in countries such as Nigeria, U.S.A. and also India. However Netrepreneurship is an untouched topic of research in India as well as in foreign countries. Thus, the present study of Netrepreneurship is a pioneer of its kind.

Objectives of the Study

The present study tries to analyse the attitude of PG students with regards to Netrepreneurship as a career option and their capabilities to be a Netrepreneur. However, the specific objectives that have been considered for the purpose of the study are stated below:

1. To highlight the skills required by a Netrepreneur.
2. To analyse the capabilities of PG students to take Netrepreneurship as a career option.
3. To evaluate the relevance of current curriculum in inculcating the Netrepreneurial spirit among PG students of Goa University.

Research Questions

The following research questions emerged to study the above objectives:

- What are the skills required to be a Netrepreneur?
- What are the capabilities a PG student should possess to take up Netrepreneurship as a career option?
- Is the present curriculum relevant in inculcating Netrepreneurial spirit among PG students in Goa?

Research Methodology

With due consideration to the above-mentioned objectives, a quantitative approach was chosen and the following methodology was adopted for conducting the present study. They are as under:

- **Universe:** For the purpose of study, Commerce colleges of Goa has been selected as the universe.
- **Sample:** A purposive sample of 61 PG students have been selected from South Goa for the purpose of study.

- **Period of Study:** The period of study was the period of survey which was conducted from 02nd January to 31th January, 2020.
- **Sources of Data Collection and Statistical Tools Used**

The present research study titled ‘Students’ perspective on Netrepreneurship as a career option – An analysis of present PG curriculum’ is based on the data collected from both primary as well as secondary sources. The primary data is collected by using a well-designed and structured questionnaire. The questionnaire used in this study was divided into two parts: The first part consisted of questions about the demographic or personal profile of the students like name, gender and qualification. The second part contained questions about does the current PG curriculum ignite Netrepreneurial spirit among Commerce students. Likert five point scales were used in collecting responses from the respondents to the second part of the questionnaire where ‘5’ means strongly agree, ‘4’ means agree, ‘3’ means neutral, ‘2’ means disagree and ‘1’ means strongly disagree. Data was collected by using Focused Group Data Collection Method. On the other hand, information related to study was also collected from E-journals/papers and relevant books as secondary data. Statistical tools like Factor analysis and Regression is used to analyse the data in SPSS.

Hypotheses

HO₁: Netrepreneurship is not significantly considered as one of the career options among the selected PG students of Commerce in Goa.

HO₂: Present PG course in Commerce does not significantly ignite the Netrepreneurial spirit among the selected students of Goa.

Limitations of the Study

1. Due to time constraint, only 61 respondents has been selected from PG colleges of South Goa.

2. For the purpose of present study, only PG Commerce students from Goa have been included in the survey. However, students from other streams have not been considered.

The above mentioned limitations make a scope for further research in the area.

Analysis and Findings

A. Testing the Reliability of Research Instrument

In this paper, the prime motive is to know whether the PG curriculum inculcates Netrepreneurial spirit among students. For this purpose Factor Analysis and Regression has been used. Prior to doing factor analysis, reliability analysis has been done on 28 variables. Cronbach's Alpha value obtained is 80%, which shows there are internal consistencies of the scales.

B. Netrepreneurial Capabilities in PG Commerce Students.

For finding out various Netrepreneurial abilities or qualities which PG students carry along with them for becoming a Netrepreneur, factor analysis has been used. The factors such as self-confidence, risk-taking ability, leadership qualities, working knowledge if computers, etc. have been considered as variables.

Table No: 01 Factors Representing Netrepreneurial Skills among selected PG Commerce Students in Goa

	Components			
	Inbuilt Attributes	Managerial Attributes	Acquired Attributes	Patience
Risk Taking	.790			
Self-Instinct	.780			
Leadership Skills	.742			
Decisiveness	.732			
Creativity	.731			

Self Confidence	.689			
Time Management		.896		
Handwork		.832		
Money Management		.663		
Working Knowledge of Computers			.777	
Prior Work Experience			.725	
Network Building			.674	
Patience				.835

Source: Computed from Primary data

From the above table it is clear that various types of skills are possessed by PG students when it comes to choosing Netrepreneurship as a career. Total 13 factors are condensed into four projected factors that are stated below:

- a. Inbuilt Attributes
- b. Managerial attributes
- c. Acquired Attributes
- d. Patience

KMO test has been done to verify the adequacy of selected sample. The KMO value has been found to be 0.834 and is significant at 5% level. The values indicate that the sample is adequate for further analysis.

Table No: 02 Total Variance Explained by Factors Representing Netrepreneurial Skills of PG Commerce Students in Goa

Factors	Eigen value	% of Variance	Cumulative %
Inbuilt Attributes	3.693	28.490	28.490
Managerial attributes	2.499	19.220	47.629
Acquired Attributes	2.416	18.588	66.217
Patience	1.222	9.400	75.618

Source: Computed from Primary Data

Total 13 factors has been used to run a factor analysis which resulted in four prominent factors. Eigen value of all the retained factors is more than one. The total variance explained by all prominent factors is to the extent of 75.618%

C. Relationship between Netrepreneurship as a Career Option and Skills Required by selected PG students in Commerce to be a successful Netrepreneur

Table No:03 Relationship between Netrepreneurship as a Career Option and Skills required by selected PG students in Commerce to be a successful Netrepreneur

Test H0₁: Netrepreneurship is not significantly considered as one of the career options among the selected PG students of Commerce			
Dependent Variable: Netrepreneurship as career option			
R square: 0.231 F value: 4.211 P value: 0.05 Decision: Reject H0₁			
Independent variables	Beta values	T values	Sig. value
Inbuilt Attributes	.227	1.940	0.057
Managerial Attributes	.183	1.560	0.124
Acquired Attributes	.265	2.260	0.028
Patience	.276	2.353	0.022

Source: Computed from Primary Data

To test the null hypothesis i.e. to find whether PG students consider Netrepreneurship as a career option, 'Netrepreneurship as a career option' is an endogenous variable. Out of the four exogenous variables considered, two variables i.e. acquired attributes, patience are significant at 5% significance level, and inbuilt attributes is significant at 10% significance level.

D. Efficiency of Present Curriculum of PG Course in igniting the Netrepreneurial Spirit among selected PG Commerce Students in Goa.

Table No: 04 Skills Developed among selected PG Commerce Students by the Present Curriculum

	Component			
	Knowledge of related subjects	Role of institution	Self-instinct	Core subject knowledge
Knowledge on Insurance aspect of entrepreneurship	.922			
Knowledge on Finance aspect of entrepreneurship	.864			
Knowledge on Banking aspect of entrepreneurship	.790			
Knowledge on Taxation aspect of entrepreneurship	.595			
Knowledge on Accounts aspect of entrepreneurship	.538			
To inculcate entrepreneurial spirit		.851		
Invited Resource Persons to motivate students		.750		
Educational trips to successful enterprises		.718		
Participated in entrepreneurial events			.795	
Curiosity on various dimensions of entrepreneurship			.785	
Knowledge on E-Business commencement				.698

Knowledge on System Designing for E- Entrepreneurship				.850
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Source: Computed from Primary data

Out of the total 12 factors, four prominent factors are retained which are named as

- a. Knowledge of related subjects
- b. Role of institution
- c. Self-instinct
- d. Core subject knowledge

KMO test has been done to verify the adequacy of selected sample. The KMO value has been found to be 0.748 and is significant at 5% level. The values indicate that the sample is adequate for further analysis.

Table No: 05 Factors that highlight the Netrepreneurial knowledge among PG students through present Curriculum

Factors	Eigen value	% of Variance	Cumulative %
Knowledge of related subjects	4.514	26.166	26.166
Role of institution	1.711	18.936	45.102
Self-instinct	1.523	17.090	62.192
Core subject knowledge	1.213	12.714	74.906

Source: Computed from Primary data

From the Factor Analysis it is understood that the first factor i.e. knowledge of related subjects is explaining 26% of variance followed by 18% variance explained by the second factor i.e. role of institutions in inculcating the spirit of Netrepreneurship among PG students. Eigen values of all the retained factors are more than one. The total variance explained by all the factors is 74%.

E. Relationship between efficiency of curriculum of PG Dept. of commerce and Netrepreneurial spirit among the selected PG students

Table No: 06 Relationship between efficiency of curriculum of PG Dept. of commerce and Netrepreneurial spirit among the selected PG students

Test H0₂: Present PG Course does not significantly ignite Netrepreneurial spirit among the selected students			
Dependent Variable: Efficiency of Curriculum of PG Course of Commerce			
R square: 0.436 F value: 10.803 P value: 0.000 Decision: Reject null hypothesis			
Independent variables	Beta values	T values	Sig. value
Knowledge of related subjects	.450	4.487	0.000
Role of institution	.353	3.519	0.001
Self-instinct	.304	3.031	0.004
Core subject knowledge	.123	1.229	0.224

Source: Computed from Primary data

To test the null hypothesis i.e. to analyse whether present PG course significantly ignites Netrepreneurial spirit among the students, regression has been performed. The total R square value obtained is 0.43, which implies that the model is explained to the extent of 43% with the help of four factors. F value derived is 10.80. Efficiency of Curriculum of PG department of Commerce is endogenous variable and knowledge of related subjects, role of institution, self-instinct and core subject knowledge are the exogenous variables. P value is obtained as 0.000 which is less than 0.05 therefore, null hypothesis is rejected it means present PG course ignites Netrepreneurial spirit among students.

Conclusion

The study substantially expands the understanding of various Netrepreneurial skills present in the PG students. The study results indicate that the sample consisted of 61 respondents. PG Commerce students were selected as sample. Various skills required to be a Netrepreneur are working knowledge of computers, leadership qualities, risk taking abilities, time management etc. In first factor analysis, 13 variables were condensed into four factors, which are inbuilt attributes, managerial attributes, acquired attributes, and patience. These are the abilities which are present in PG commerce students in Goa. As per the present study it has been found that selected students intend to consider Netrepreneurship as one as of the career option. However evaluation of the present curriculum indicates although a significant contribution of related subjects, role of the institution and self-instinct of the students exists the curriculum does not impart core subject knowledge on E-Entrepreneurship or Netrepreneurship. Majority of the PG students are interested in choosing Netrepreneurship as career option. Majority of the students have positive attitude towards Netrepreneurship and they are interested to attend the Netrepreneurship development programme and other entrepreneurial activities organised by the College

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