

GRG TRUST RESEARCH PROJECT

A Study on Effectiveness of Entrepreneurial Education on Entrepreneurial Intention among Arts and Science College students in Coimbatore City

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Amount Sanctioned: Rs.30, 000/-	Year: 2019

Project outcomes:

- Students' are highly influenced by their Family members and academicians in career decision process which implies family support and institutional consulting support after graduation are imperative in students' career deciding options.
- Family background of a student plays an imperative role in inclination towards entrepreneurship. Accordingly, father and mother education, occupation and family monthly income have robust influence on student entrepreneurship.
- Students participating in seminar, conferences, training and workshops organised at their institution relating to entrepreneurship influences inclination towards entrepreneurship.
- Students have also opined that the entrepreneurial learning programme at their institution has enhanced communication skill and leadership skill which are significant to venture a business.
- Entrepreneurial Characteristics has positive effect on stimulating students' entrepreneurial intention. The students having self confidence with high need for achievement, greater innovation and have the willingness to take risk lead to higher entrepreneurial intention.
- The indirect effects of entrepreneurship education on entrepreneurship intention are high when it is mediated through entrepreneurial characteristics. It reveals that entrepreneurship education have an indirect positive influence on entrepreneurship intention.
- Lack of capital and lack of business experience are the impediments foreseen by students for their business startups.



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Publications:

- ❖ Published a Paper on “Entrepreneurship Education: A study on Challenges and Efforts in India” international research journal of the Gujarat Research Society, organised by VIPSRA Indore.
- ❖ Published a Paper on “Rural Entrepreneurship: A Study On Internal Environmental Factors Influencing the Business Performance of Rural Micro, Small And Medium Enterprises (MSMES) in Coimbatore District: First Order Structural Equation Modeling”, Strad Research-web of science UGC CARE LISTED JOURNAL, Volume-7, Issue- 8 Pg no- 2039-2049, UGC Care list, Jan 2020.
- ❖ Published a Paper on “Rural Entrepreneurship: A Review of Internal And External Environmental Factors Influencing the Performance Of Micro, Small And Medium Manufacturing Enterprises”, Our Heritage, Volume-68, Issue- 30 Pg no- 3761-3771, UGC Care list, Feb 2020.
- ❖ Published a Paper on “A Study on Push and Pull Factors Influencing the Performance of Rural Micro, Small and Medium Enterprises” Purakala with ISSN 0971-2143 Vol. 31 Issue 4 Month April Year 2020 Impact Factor 5.10, The journal is indexed, peer reviewed and listed in UGC Care.
- ❖ Published a Paper on “An Analysis of Growth and Performance of the Rural, Micro, Small and Medium Manufacturing Enterprises”, Alochona Chakra Journal, with ISSN 2231-3990, Vol. 9, Issue 6 Month June Year 2020.
- ❖ Published a Paper on “A study on Effectiveness of Entrepreneurship Education on Entrepreneurial Intention among arts and science college students in Coimbatore city”, Journal of Interdisciplinary Cycle Research Volume XIII, Issue I, January/2021 ISSN NO: 0022-1945
- ❖ Published a Paper on “A study on the impact of Entrepreneurial characteristics on Entrepreneurial Intention among arts and science college students in Coimbatore city”, The International journal of analytical and experimental modal analysis Volume XIII, Issue II, February/2021 ISSN NO:0886-9367

Conference/ Seminar/ Workshop/FDP:

- ❖ Attend FDP regard “Parametric and Non-Parametric Analysis using SPSS 25.0” Organised by PSG Institution of Management.
- ❖ Presented a paper titled “Entrepreneurship Education: A study on Challenges and Efforts in India “International Conference Organized by international research journal of the Gujarat Research Society, organised by VIPSRA Indore.
- ❖ Presented a paper titled “A Study on Push and Pull Factors Influencing the Performance of Rural Micro, Small and Medium Enterprises” First International Conference Organized by Government Arts and Science College, Dharmapuri.



Books: NIL

Any other achievements: NIL
