

## Effect on Entrepreneurial Intention by the Physical and Informative Attachment with Entrepreneurs: A Study on the University Students of Sylhet City, Bangladesh

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### ABSTRACT:

Entrepreneurial efforts that resulted from Entrepreneurial Intention depend on the attachment with entrepreneurial practices physically and informatively. The physical attachment through the priority of male genders, getting entrepreneurs as family member or as admired persons and the informative attachment through getting information of entrepreneurs and entrepreneurship by courses and programs are playing the key role in driving the youth in the path of entrepreneurship. The objective of the research is to study the significant role of these factors in building up entrepreneurial intentions. This primary data based research is designed on descriptive – analytical approach through collecting data by structured questionnaire from samples arranged by stratified sampling method to represent all classes in probabilistic manner. The collected data are properly processed and analyzed by SPSS 19 through the cross tabulation and chi-square tests. The result shows that the factors gender, entrepreneurship in family and in admired persons, studied courses, programs have significant role in entrepreneurial intention building. The researchers recommended more attachment to entrepreneurs physically and informatively through books, courses and programs to increase entrepreneurial intention among university students.

**Keywords:** *Entrepreneurial intentions, Physical and informative attachments, University students*

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### INTRODUCTION

In today's world building career as an entrepreneur not only provide financial solvency but also create job opportunities for a country's economy. At present a wave is found among the young generation in building their career as an entrepreneur. Many educational institutions as well as government and non-government organizations offer several programs and patronizations for developing entrepreneurial culture in the country. However, several factors related to physical and informative attachment with the entrepreneur affect the development of intention to be an entrepreneur. Those factors are

a persons' family background, father's occupation, success history of role model, studying about entrepreneurship, and academic background, etc.

This study tried to find out the factors that influence the development of entrepreneurial intention among the university students. For this purpose, this study tried to reveal the influence of demographic factor, family background, earning members occupation, admired entrepreneur, knowledge and learning about entrepreneurship on the development on intention among the students.

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### Literature Review

It is already established that entrepreneurs play most important role in developing a country's economy. The most important factor for developing a country's economy is the entrepreneurs and the govt. role and policy. Govt. creates the opportunities for entrepreneurs and the entrepreneurs must find it out for developing themselves and the economy of the country. The entrepreneurs of Dhaka, has earned world-wide recognition by their efforts after Muslin, Jamdhani during Mugal Period (Azim, 2011). Then in Pakistani period Adamji, Ispahani, Bawani and other classes are flourished by their entrepreneurial efforts (Azim, 2011). In Bangladesh, there are some groups who are doing great job as entrepreneurs but their efforts are not sufficient to carry out overall development of the economy. 47% of the highly educated persons are unemployed (The daily Star, March 4, 2014). In present structure it is not possible to solve the unemployment problems without huge entrepreneurial efforts.

The entrepreneurial intentions are the major predictor of entrepreneurial efforts. Without intention nobody came in the field of entrepreneurship as it is the most risky (Bird, 1988) venture. There are some other factors doing the work of predictor for entrepreneurial intentions like the gender issue (Linn and Santos, 2007; Hosseini and Azizi, 2008; Aborghuee and Bitard San, 2009; Quavams and Lotfalipor, 2009), family environment, studying discipline (Alibeigi et al., 2009; Saljooghi, 2009; Zarifiar et al., 2009) and the admired persons in the society. In some study it is found that there are significant difference in entrepreneurial intentions between male and female. In many studies, it was found that entrepreneurial intention in male is stronger than in the female students (Hosseini and Azizi, 2008; Aborghuee and Bitard San, 2009; Quavams and Lotfalipor, 2009; Zarifiar et al., 2009). According to Reynold et al. (2002) show that adult men are twice as much as interested to start new venture than women in the United States. According to Kourilsky and Walstad (1998), girls have less intention to engage in entrepreneurial career than boys, a finding of a research on teenagers. Matthews and Moser (1995) finds that male has higher interest in business ownership than female. On the other hand, in some studies it is

also found that, there are no significant difference among people in entrepreneurial intention on the basis of gender (Rajabi et al., 2009).

Early exposure to family business influence attitude towards entrepreneurship (Krueger, 1993). Krueger (1993) also suggested that students with self-employed father gain good knowledge about entrepreneurship in their early age. Drennan et al. (2005) found that those who reported positive attitude toward family business experience agreed starting a business is both desirable and feasible.

A study on the influence of role model Scherer et al. (1989) found that role model and the role model's perceived performance had positive effect on "entrepreneurial preparedness" and entrepreneurial career expectancy".

The entrepreneurial intention is significantly different among the students of different disciplines is also established by some studies (Alibeigi et al., 2009, Alibeigi, 2009; Saljooghi, 2009, Rajabi et al., 2009). Noel (1998) found that students taking entrepreneurship as major has very strong intention to start their own business. Wilson et al. (2007) also argued that entrepreneurship education increase the student's interest toward developing their career as entrepreneur.

But Zarifiar et al. (2009) found the opposite picture of no difference among students of different disciplines. Also the intentions to make much money as an entrepreneurs is also factor, but without the introduction with the entrepreneurship, a small portion of people may come forward with the adventure of entrepreneurship. Majority of the entrepreneurs must have the introduction with the environment either in their family or in their knowledge level. So it is important to study the effect of family environment, gender, admired persons in the attachment and the knowledge of entrepreneurship in building entrepreneurial intentions.

These introducing factors have much influence on the Entrepreneurship Development Cycle of MMP Akhouri (Azim, 2011). The factors like gender, family background, admired persons and disciplines have also effect on Stimulatory phase of that cycle. The entrepreneurs get mental and physical support from their family members, admired persons and

knowledge in the support phase and also in the sustaining activities.

Most of the entrepreneurs are self motivated (Akhteruddin, 1999). The most important factors behind the self motivation is the attachment with the environment by the family, gender, education and others. Women entrepreneurs are motivated by husbands (50%), family members (34%), friends and families (16%) and GO and NGOs (Rezia, 2000).

Though there are some studies on the impact of gender, family and career on entrepreneurship but of the group, level and courses of educational programs are very rare. So studying the impact of attachment with educational program along with family background, the life of role model, the gender effect and other factors in creating the intention of entrepreneurship is very important.

#### **Objective of the Study**

The main objective of study is the effect of attachment to entrepreneurial life style by the family background and by the opportunity of gender and also the attachment in knowledge level in creating the intention of being entrepreneurs among the undergraduate and graduate students. The specific objectives are to study:

- a. The level of entrepreneurial intention of male and female students.
- b. The effect of admired entrepreneurs in creating the intensity of entrepreneurial intention among students.
- c. The impact in entrepreneurial intentions by the number of family members in entrepreneurial activities.
- d. The impact of discipline of study in building up the intention to be entrepreneurs among students.
- e. The entrepreneurial intentions among the students of different level of study in undergraduate and graduate programs.

- f. The effect of courses on entrepreneurship in building up the intentions among students.

#### **RESEARCH METHOD**

This is a descriptive correlation study on entrepreneurial intention by the attachment of students in physical and in mental level. To study the students of different disciplines, it was designed in stratified sampling for representation of students from different programs at university level. For the study a total 188 students were surveyed. The data were collected by the planned structured questionnaire whose validity was examined by a panel of experts and the reliability by Cronbach's alpha (0.71). The collected data were tabulated and analyzed by SPSS 19. The cross tab and Chi square are used to get the output that was analyzed by the researchers.

#### **Analysis and Findings**

##### **I. Gender**

It is important to study the level of entrepreneurial intention of male and female students as their level of attachment with the entrepreneurs is quite different. Naturally, males have more opportunity to meet with successful entrepreneurs physically and informatively than females. The females have the burden of maintaining the family in our social structure. So their intention may be different.

The study tried to find out that gender of the respondent has an influence on the intention to be an entrepreneur. Of the total 188 respondents 103 were male and 85 were female. The highest percentage (36%) of male respondents showed very strong intention to be entrepreneur where only 15.3% female respondents showed strong intention to be entrepreneur. This is may be due to the high risk taking nature, high confidence and financial support from family for male. On the other hand, by nature female are risk avoider and they don't have financial support from family if they want to start their own business. The result of the chi-square test showed a p-value of less than 0.05 indicates significant influence of gender on the intention of becoming entrepreneur (table 1).

**Table 1: Level of entrepreneurial intention of male and female students of university**

		Intention of Entrepreneurship					Total	
		Very Weak	Weak	Average	Strong	Very Strong		
Gender	Male	Count	7	1	32	26	37	103
		% within Gender	6.8%	1.0%	31.1%	25.2%	35.9%	100.0%
Gender	Female	Count	7	7	40	18	13	85
		% within Gender	8.2%	8.2%	47.1%	21.2%	15.3%	100.0%
Total		Count	14	8	72	44	50	188
		% within Gender	7.4%	4.3%	38.3%	23.4%	26.6%	100.0%

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.794 <sup>a</sup>	4	0.002
Likelihood Ratio	17.698	4	0.001
Linear-by-Linear Association	10.892	1	0.001
N of Valid Cases	188		

**II. Effect of Admiring Entrepreneurs in Family and outside the Family**

The study focus on the influence of admiring person on the intention of student to become entrepreneur. It showed that some students has very strong intention to be entrepreneur because they have some role model in their mind, on the other hand, some are self motivated and have very strong intention to be entrepreneur though they have no admiring persons. The study found that 5 (62.5%) respondents out of 8 who has 4 admiring entrepreneurs showed strong intention to be entrepreneur. Similarly, 10 (38.5%) and 9(34.6%) out of 26 respondents having 3 admiring persons showed strong and very strong intention to be entrepreneur. On the other hand, 66.7% of the respondents those have no admiring persons showed very strong intention to be entrepreneur. The chi-square test showed a p-value of more than 0.05 means that admiring person has insignificant influence on the intention of the students of developing their career as entrepreneur (table 2).

**III. Family Members Influence on Entrepreneurial Intention**

The study tried to find the influence of the family member business on the development of the entrepreneurial mentality of the students. It tried to show that as many as family members are in business the respondent has very strong desire for becoming entrepreneur. Two respondents had four family members in business showed very strong intention to be entrepreneur. Among 188 respondents 72 showed average intention to be entrepreneur of whom 13 respondents had no family member in business, 38 had only one family member in business. On the other hand, 50 respondents showed very strong aspiration to be entrepreneur of which 7 respondents had no family members in business, 19 and 18 member had one and two family members in business. The result of the chi-square test showed a p-value of less than 0.05 that means family members influence is significant to develop entrepreneurial intention of the students (table 3).

**Table2: Impact of admired entrepreneur person in entrepreneurial intention building**

		Intention of Entrepreneurship					Total	
		Very Weak	Weak	Average	Strong	Very Strong		
<b>Admire_En</b>	0.00	Count	1	0	0	0	2	3
		% within Admire_En	33.3%	0.0%	0.0%	0.0%	66.7%	100.0%
	1.00	Count	4	3	55	22	32	116
		% within Admire_En	3.4%	2.6%	47.4%	19.0%	27.6%	100.0%
	2.00	Count	4	3	15	7	6	35
		% within Admire_En	11.4%	8.6%	42.9%	20.0%	17.1%	100.0%
	3.00	Count	4	2	1	10	9	26
		% within Admire_En	15.4%	7.7%	3.8%	38.5%	34.6%	100.0%
	4.00	Count	1	0	1	5	1	8
		% within Admire_En	12.5%	0.0%	12.5%	62.5%	12.5%	100.0%
<b>Total</b>	Count	14	8	72	44	50	188	
	% within Admire_En	7.4%	4.3%	38.3%	23.4%	26.6%	100.0%	

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.047 <sup>a</sup>	16	0.001
Likelihood Ratio	42.996	16	0.000
Linear-by-Linear Association	0.127	1	0.721
N of Valid Cases	188		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .13.

**Table 3: Family members influence on entrepreneurial intentions**

		Intention_En					Total	
		Very Weak	Weak	Average	Strong	Very Strong		
<b>FM_Business</b>	0.00	Count	4	2	13	4	7	30
		% within FM_Business	13.3%	6.7%	43.3%	13.3%	23.3%	100.0%
	1.00	Count	6	3	38	21	19	87
		% within FM_Business	6.9%	3.4%	43.7%	24.1%	21.8%	100.0%
	2.00	Count	2	3	18	17	18	58
		% within FM_Business	3.4%	5.2%	31.0%	29.3%	31.0%	100.0%
	3.00	Count	2	0	2	2	4	10
		% within FM_Business	20.0%	0.0%	20.0%	20.0%	40.0%	100.0%
	4.00	Count	0	0	1	0	2	3
		% within FM_Business	0.0%	0.0%	33.3%	0.0%	66.7%	100.0%
<b>Total</b>	Count	14	8	72	44	50	188	
	% within FM_Business	7.4%	4.3%	38.3%	23.4%	26.6%	100.0%	

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.489 <sup>a</sup>	16	0.489
Likelihood Ratio	16.066	16	0.448
Linear-by-Linear Association	4.725	1	0.030
N of Valid Cases	188		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .13.

**IV. Influence of Graduation Program (Different Disciplines) on Entrepreneurial Intention**

The study showed that the intention of the student to be entrepreneur is also influenced by the program they are studying in the under graduate level. The study divide all the respondent into five program groups those are BBA (87), LLB (35), Literature (34), Engineering (19) and Others (13). It is found from the cross tabulation that maximum number of students from business discipline showed strong (34.5%) and very strong (36.8%) desire for becoming entrepreneur. On the opposite side, students from literature discipline showed less interest for building their career as entrepreneur. Chi-Square test shows that program studied by the student influence their intention to be entrepreneur (table 4).

**V. Influence of level of Graduation in Entrepreneurial Intentions**

The study tried to identify the relationship between the level of the student and their intention to be entrepreneur. The study classified the student in five different level. Those are fresher, sophomore, junior, senior and other (MBA/LLM/MSc). It is found from the study that a highest percentage of respondents from fresher (63%), sophomore (39%), and junior (51.6%) level showed their average level of intention to be entrepreneur. Respondents from the senior (33.3%) and other (26.6%) level showed their very strong intention to be entrepreneur. A p-value of more than 0.05 of chi-square test indicates that the studying level of the student is not significant to influence their intention to be entrepreneur (table 5).

**Table 4: Influence of graduation program on entrepreneurial intentions**

			Intention_En					Total
			Very Weak	Weak	Average	Strong	Very Strong	
<b>Program</b>	BBA	Count	1	0	24	30	32	87
		% within Program	1.1%	0.0%	27.6%	34.5%	36.8%	100.0%
	LLB	Count	5	3	11	8	8	35
		% within Program	14.3%	8.6%	31.4%	22.9%	22.9%	100.0%
	Literature	Count	5	2	22	2	3	34
		% within Program	14.7%	5.9%	64.7%	5.9%	8.8%	100.0%
	Engineering	Count	3	2	5	4	5	19
		% within Program	15.8%	10.5%	26.3%	21.1%	26.3%	100.0%
	Other	Count	0	1	10	0	2	13
		% within Program	0.0%	7.7%	76.9%	0.0%	15.4%	100.0%
<b>Total</b>	Count	14	8	72	44	50	188	
	% within Program	7.4%	4.3%	38.3%	23.4%	26.6%	100.0%	

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	54.894 <sup>a</sup>	16	0.000
Likelihood Ratio	63.487	16	0.000
Linear-by-Linear Association	19.276	1	0.000
N of Valid Cases	188		

13 cells (52.0%) have expected count less than 5. The minimum expected count is .55.

**Table 5: Impact of level of graduation in entrepreneurial intention**

		Intention_En					Total	
		Very Weak	Weak	Average	Strong	Very Strong		
Level	Fresher	Count	2	1	17	3	4	27
		% within Level	7.4%	3.7%	63.0%	11.1%	14.8%	100.0%
	Sophomore	Count	3	1	16	12	9	41
		% within Level	7.3%	2.4%	39.0%	29.3%	22.0%	100.0%
	Junior	Count	0	1	16	7	7	31
		% within Level	0.0%	3.2%	51.6%	22.6%	22.6%	100.0%
	Senior	Count	8	5	21	20	27	81
		% within Level	9.9%	6.2%	25.9%	24.7%	33.3%	100.0%
	5.00	Count	1	0	2	2	3	8
		% within Level	12.5%	0.0%	25.0%	25.0%	37.5%	100.0%
Total	Count	14	8	72	44	50	188	
	% within Level	7.4%	4.3%	38.3%	23.4%	26.6%	100.0%	

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.108 <sup>a</sup>	16	.215
Likelihood Ratio	22.791	16	.119
Linear-by-Linear Association	2.416	1	.120
N of Valid Cases	188		

a. 12 cells (48.0%) have expected count less than 5. The minimum expected count is .34.

**VI. Influence of Entrepreneurial Related Course in Entrepreneurial Intention**

The study tried to analyze the effect of entrepreneurship related courses on the intention of the student of their becoming entrepreneur in future. Most of the student (138) didn't study a single entrepreneurship related course, only 17 students studied one course and 33 students studied two courses of entrepreneurship. The result showed that 38.3% respondents show average intention of which 44.9% respondent didn't study any entrepreneurship related course. On the other hand 50 students of the total respondents give their opinion about their very strong desire of becoming entrepreneur, of which 21.7% students didn't study any entrepreneurship related course and 48% students studied two courses of entrepreneurship. Of the total 17 respondents who studied only one course of entrepreneurship 52.9% respondents showed strong desire of becoming entrepreneur. The result of the chi-

square test showed a p-value less than 0.05, indicates respondents were well influenced by the exposure to entrepreneurship related courses (table 6).

**RESULTS AND DISCUSSION**

Though in some research intention of entrepreneurship was found as indifferent in male and female. But due to the cultural difference, specifically the attitude of people in religious minded conservative area like Sylhet (known as a spiritual capital of Bangladesh and land of saints Hazrat Shahjalal and Shahporan and 360 companion) of Bangladesh it is found that there is huge difference between the male (36%) and female (15%) regarding the intention of entrepreneurship (table 1). Effect of admiring entrepreneurs is found as not significant in building the intention of entrepreneurship may be due to the struggled life of entrepreneurs as they are seeing and for the lack of courage and self confidence on themselves.

**Table 6: Impact of courses on entrepreneurship in entrepreneurial intentions**

		Intention_En					Total	
		Very Weak	Weak	Average	Strong	Very Strong		
Course_En	0.00	Count	14	8	62	24	30	138
		% within Course_En	10.1%	5.8%	44.9%	17.4%	21.7%	100.0%
	1.00	Count	0	0	4	9	4	17
		% within Course_En	0.0%	0.0%	23.5%	52.9%	23.5%	100.0%
2.00	Count	0	0	6	11	16	33	
	% within Course_En	0.0%	0.0%	18.2%	33.3%	48.5%	100.0%	
Total	Count	14	8	72	44	50	188	
	% within Course_En	7.4%	4.3%	38.3%	23.4%	26.6%	100.0%	

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.098 <sup>a</sup>	8	0.000
Likelihood Ratio	34.922	8	0.000
Linear-by-Linear Association	20.708	1	0.000
N of Valid Cases	188		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is 0.72.

Intention of entrepreneurship is found as strong to very strong level among the majority of the respondents irrespective of number of admired entrepreneurs. So it is inferred that number of admired persons have no significant effect but the existence of admired entrepreneurs have visible effect on building the intention of entrepreneurship (table 2). But definitely entrepreneurs as family member have strong impact on entrepreneurial intention of the respondents and the numbers of entrepreneurs as family members have significant impact on it. This is due to the close observation on entrepreneurial life and aroused self confidence of the respondents by observing the attitude, manner and problem solving techniques of those members as entrepreneurs (table 3). Attachment with entrepreneurs not only physically has impact on entrepreneurial intention but also mental attachment has significant impact also. This attachment may be in the form of program studying. Generally the students of language and literature have less attachment with entrepreneurial life than the students of science and business. Business students are more concerned with entrepreneurship that may give them self confidence and they know the tools and techniques of managing the enterprises

because of their courses contents. Similarly, students of science are concerned with the technical knowhow of operations and the students of social science know the society where they have to do business. Thus the programs contents play a significant role in entrepreneurial intention building (table 4). In a four years undergraduate programs students are much more concerned about their future life in the starting and in the ending. But in middle of the programs they are found as somehow indifferent about their career. So the entrepreneurial intention was found as not significant regarding they level of program of study. But at the end of study, it shows the increasing trend (table 5). Mental involvement with entrepreneurship, specially by the well designed courses engage and attract students' mind to the life of entrepreneurs and in the study, a significant relationship is established between entrepreneurial intention and mental involvement by studying courses on entrepreneurship. This study established the fact that entrepreneurial intention depends on the attachment with entrepreneurs physically or mentally and by the environmental effect on gender.



## CONCLUSION

Selection of entrepreneurship as a carrier depends on the entrepreneurial intentions. Such risky and adventurous intention depends on the attachment with entrepreneurs physically and informatively. Different factors of attachments are playing role in building strong entrepreneurial intentions. The gender propriety in physical attachment, attachment as family members, admired entrepreneurs and the informational attachment with entrepreneurs by the knowledge of successful entrepreneurial practices through reading materials, courses, programs and level of programs play crucial role in strengthening the entrepreneurial intentions among university students.

## RECOMMENDATIONS

To strengthen the entrepreneurial intention among university students, some imperatives can be suggested as follows:

i. As the female students have less entrepreneurial intentions, so the Government and Other authorities have to influence the female students by the informative attachment with entrepreneurs by the media and reading materials on the success story of women as entrepreneurs. The field visit to industries along with mental visit to entrepreneurs' world by the reading materials may be helpful in these regards.

ii. It is also established by the research that the admired entrepreneurs has a great impact on entrepreneurial intention of graduate and undergraduate students. So, university curriculum should be designed to build great image of successful entrepreneurs in the mind of students.

iii. It is also proved that, the attachment with entrepreneurs as family members has great influence on students in intention level. So the institutions may arrange the opinion exchange programs with successful entrepreneurs frequently to build up the more attachments with the entrepreneurs.

iv. It is also depicted by the research that the programs of universities have a great impact on entrepreneurial intentions. The students studied BBA and Engineering programs have comparatively greater intentions to be entrepreneurs than the students study literature, LLB and other programs. So the university

should include more programs to encourage entrepreneurship.

v. Though the studying levels have no significant relationship in entrepreneurial intention building. But the cross tab indicates that students of higher level have comparatively strong desire to be entrepreneur than the lower levels. It indicates that senior students are thinking about taking the responsibilities of the family and dependents and building up their carriers and to build up a good carrier they are thinking about entrepreneurship in the scarcity of good job in undeveloped economy. So the faculties should grow the interest of students toward entrepreneurship by their deliberations.

vi. It is also depicted that students those have more knowledge about entrepreneurship by studying more courses increased their intention to be entrepreneurs. So the university authority should think about including more courses on entrepreneurship to build up entrepreneurial intentions.

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