

# **Conceptual Framework of Adolescent's Intention to Involving in Entrepreneurship at Malaysia**

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### **Abstract**

Purpose of this research is to suggest a conceptual framework to determine an influences between predictor factors and intention to involving an entrepreneurship career from a secondary school's student perspective that followed Tunas Niaga Program at Terengganu, Malaysia. Literature review found predictor factors have a positive influences with intention to involving in entrepreneurship career. Base on literature review, this research is estimate to get a new finding about secondary school's student who followed Tunas Niaga Program involving in entrepreneurship career to increase a numbers of Malaysia's adolescent entrepreneur.

Keyword: Entrepreneurship's intention, predictor factors, Tunas Niaga Program, adolescent entrepreneur and secondary school student.

## **Introduction**

Malaysia Education Ministry provides a complete curriculum and co-curriculum to develop potential, talents, and interest of student (Malaysia Education Ministry, 2001). Entrepreneurship education executed as a strategies within Third Outline Perspective Plan (3rd OPP) to encourage more Malaysia's people involve in entrepreneurship to achieve Industrial and Commercial Bumiputera Community goal beyond 2020 (Economy Planning Unit, 2001).

Early exposing to entrepreneurship culture at Malaysia is via curriculum at primary school level with introducing to entrepreneurship element in Mathematics subject (Zaidatol Akhmaliah et al., 2002). Malaysia Education Ministry executing subjects, short-term course, and entrepreneurship training program at school because of belief an entrepreneur can create with a proper education. Commerce and entrepreneurship becomes to be a fundamental in Life Skill subject at primary and secondary school level (Nor Aishah & Yap, 2002).

Entrepreneurship co-curriculum program also executed within youth generation at all levels started from primary school with Entrepreneur Apprentice Program, Youth Entrepreneur Program at secondary school, and Student Entrepreneurship Program at university level. All these program not just as complimentary to already curriculum but also exposing to youth generation about entrepreneurship. Introducing to these programs is to increase an intention to them to choose entrepreneurship as a chosen career after they finished their study (Ura et al., 2010).

Within duration of Tenth Malaysia Plan (2011-2015), new curriculum to primary and secondary school was introduced. On 2011, government was changed Integrated Primary School Curriculum with Standard Curriculum Primary School and follow by Standard Curriculum Secondary School. New curriculum has modular to give a chance to student to learn depends on their ability and enhance self-responsibility in learning with exploration activities to expose their potentials. The new curriculum focuses on entrepreneurship crossing all subjects (Economy Planning Unit, 2010).

Executing of Education Development Plan 2013-2025 by government because of improving of international education standard, nation aspiration, parent expectation, and communities. This plan is to prepare young generation to fulfill a national need on 21<sup>st</sup> century. Generation of 21<sup>st</sup> century will more aware to compete at global level and maintain Malaysia identity which has patriotism. This plan also becomes a manifest holistic of government transformation to get the best yield from investment to human capital. The human capital will force a country development direction from economy, social, culture, and technology perspectives. This generation will become a country leader because they will take over administration and management in the future (Malaysia Education Ministry, 2012).

## **Problem Statements**

Career in entrepreneurship increasing and be a contribution factor to nation economy growth. This sector was being a chosen career to youth generation especially in progressive countries (Norasmah & Salmah, 2009). By the way a different situation occurred in Malaysia. Malaysian youth generation not interest involving in entrepreneurship career. Malaysian people who work as an entrepreneur are low. A numbers of youth entrepreneurs within age 15 years to 24 years was also low (Malaysia Statistics Department, 2009). Youth generation not see an opportunities within commercial industrial sector wholesale and retailing, fix of motors vehicle, motorcycle and private product and also household still provide job opportunity to them especially to secondary school leaver. This sector alone offers a total of 26,315 jobs (2006), 30,647 (2007), 43,948 (2008), 88,822 (2009) and an estimated 22,730 (2010) (Malaysia Statistics Department, 2011).

Failure of Malaysian youth generation to take opportunities in this sector was lead to increasing of unemployed secondary school leaver. Employment Service Division, Department of Labor was reporting a numbers of job hunting within secondary school leaver still waiting a job are 28.9 percent (2006), 30 percent (2007), 26 percent (2008), 35 percent (2009), and 31.9 percent (2010). Age group within 15 until 19 years still not found a job are 6.7 percent (2006), 7.1 percent (2007), 7.6 percent (2008), 10 percent (2009), and 8.9 percent (2010) (Malaysia Statistics Department, 2011). Unemployment within youth generation becomes a problem to government because their ability cannot used to enhance national economy.

Malaysia government introduced Tunas Niaga Program formerly known as Youth Entrepreneur Program within secondary school students to expose an entrepreneurship culture to enhance Bumiputera's economy. Students teach an entrepreneurship's in-and-out (Tunas Niaga Program, 2014). Besides that government also introduced Tunas Niaga Program to attract secondary school student to choose entrepreneurship as a chosen career, enhance market ability, and job requirement after they finished their study (Terengganu State Economic Development Corporation, 2014). Therefore this research has two objectives. First objective is to re-review literatures about an intention of entrepreneurship and predictor factors. Second objective is to create conceptual framework about intention of Tunas Niaga Program's members involving in entrepreneurship career.

## **Research Methodology**

This study use secondary data to understand problem to be studied. Currently available information can be enhancing with secondary data because its can provide details about a research problem. Researcher can know situation components around this research. Researcher becomes more easily to understand research problem because get better information from a past research which similar with this study. Besides that data resource obtained through intermediaries (wrote by others) used by researcher as a guide to understand

problems in entrepreneurship. Almost secondary data obtained from online database and library. This information re-organized to make researcher easily understand a past research which are related to entrepreneurship.

## **Literature Review**

Researcher reviewing a past literature and indirectly relate with first objective of this study.

### **Level of Intention to Involving in Entrepreneurship Career**

According to Shapero & Sokol (1982), intention to act is important because of interest and probability not enough to create a desire. According to Ajzen (1991) intention to act depends on attitude to execute a desire action. Individual with a strong desire work harder to involve in taking action. Part of act can fulfill individual need but depends on outside motivation scope which is already opportunities factors and requirement source such as time, money, skills, and collaborations. In collective these factors are a signs of control to individually behavior. Individual who has a plan to executing action will success to do it when he has a chance and necessary source.

Research by Sharifah Yuhayu (2003); Norudin et al. (2011) found secondary school's student at Malaysia has a high intention to involving in entrepreneurship. By the way these finding are different with finding by Omar Azhar (2004); Asri (2007) which found secondary school's student has medium intention to involving in entrepreneurship. While research by Zaidatol Akhmaliah & Hisyamuddin (2009); Mohd Zailani et al. (2012) found Malaysian secondary school students not has intention to involving in entrepreneurship.

Others a past research by Melin (2002) found vocational school's student at Estonia have a high intensity to involve in entrepreneurship than their peers at Finland. Research by Danish Foundation for Entrepreneurship (2011) found almost of (95 percent) of student school at Denmark which received entrepreneurship training has positives attitude to entrepreneurship, (53 percent) want to involve and (2.4 percent) in progress to start-up business. Research by Falck & Woessmann (2010) found international students which registered at Catholic's private school in 15 years old has a low and weak entrepreneurship aspiration.

Base on literature review about intention to entrepreneurship, limited attention was given to understand an intention of school student to entrepreneurship. Research about intention of secondary school's students to entrepreneurship is important especially in Malaysia because government in progress to nurturing and cultivating entrepreneurship within adolescents. Therefore this research hopefully can increasing a numbers of secondary school's student intention to entrepreneurship and enhanced a number of youth entrepreneur in the future. The research is important to study an intention to entrepreneurship within secondary school

student which followed Tunas Niaga Program involving entrepreneurship sector to create a youth entrepreneurship in the future.

## **Predictor Factors Influencing an Intention to Entrepreneurship Career**

This section review a literature about predictor factors influencing an individual's intention to involve in entrepreneurship especially student which followed entrepreneurship program at school. Research by Norfadilah & Halimah (2010) found adolescent choosing entrepreneurship as a chosen career not because they have nature personality only but also of another factors. Literature review found a various interpretations about factors influencing individual's intention involving in entrepreneurship career.

### **Personality**

Literature review found entrepreneur has a specific personality and this criteria cannot be teach or train. According to McClelland (1961) entrepreneur has natural talent as an entrepreneur. According to Ahmed Berek (1976) entrepreneur divide by two groups which are natural talent and trained. Natural talent entrepreneur born with encourage, desire, and work hard to involve in entrepreneurship. This type of entrepreneur is self-made entrepreneur. Trained entrepreneur is creating from entrepreneurship program. They will learn, guided, encouraged, assisted, funding support, and learn management skills. Only qualified individual will selected and identified to attend entrepreneurship program (Abdul Aziz et al., 2011).

Research by Zaidatol Akhmaliah et al. (2002); Hariri & Othman (2006); Sapiah (2010) founded personality within secondary school's student has a relationship with their intention to involve in entrepreneurship. Student has motivation and internal locus of control belief they can control their life and utilize to achieve has a strong desire to success. Student has assumption a career as entrepreneur not as easy as they saw. This career are challenge, risky, and need to struggle to achieve success if they want to be an entrepreneur because within them has parent involved in running business.

Besides that literature review found university student's personality has a relationship with intention to entrepreneurship. Research by Wan Syukri (2004); Mohammad et al. (2009); Zahariah et al. (2010); Guksel & Adymtan (2011) found university student's personality is important indicator to predict an intention to involve in entrepreneurship. Type of university student thinking, has a social skills, open mind to accept differentiate idea and belief lead their intention to entrepreneurship. Personality criteria are worth to cultivating an intention. This criteria is important to be a successful entrepreneur because university student has intention to know more, enthusiastic, imaginative, exploring and accepted to business opportunities. So this research considers a personality factor need to be study to see a relationship between personality and intention of Tunas Niaga Program's member to entrepreneurship.

## **Role Model**

According to Matthew & Moser (1995) research at the past was determined parent appearance work in entrepreneurship and entrepreneur's background act as role model to individual to start-up and run business. Research by Zaidatol Akhmaliah & Hisyamuddin (2009); Buerah et al. (2011) founded children make their parent as a role model to involve in entrepreneurship. Children have intention to appreciate advice and courage from their parent. Even children also make their parent style in business as a role model to them running a business.

Besides that, literature review a few past researches found a successful entrepreneur is a role model to individual involve in entrepreneurship. Research by Mohd Rosidi (2000); Norisham (2008); Mulira et al. (2009); Norfadhillah & Halimah (2010); Godsey & Sebora (2010); Bosma et al. (2011) found individual make an already entrepreneur as a model or apprentice to involve in entrepreneurship. A successful entrepreneur was being a role model and identified as either one factors to individual involving in entrepreneurship.

Literature review also found role model can influence an individual intention to entrepreneurship. Formation in role model can be a booster to individual to modeling another human behavior. Role model behavior are monitored and be imitated. Role model also can boost an individual's intention to involve in entrepreneurship and increase a numbers of entrepreneurs in the present. This research include role model as third element predictor factors because has a potential as a mechanism which can increase an intention of entrepreneurship within Tunas Niaga Program's members.

## **Social Norms**

Social norms or in subjective mean a social tension from family, friends, or other people which has significant and predict to be obey to execute an entrepreneurship behavior. Subjective norm is refer to perception "reference people" will or not to make decision making to be an entrepreneur (Azjen, 2001). Research by Sapiah (2008); Norudin et al. (2011) found social norms not influence an intention of individual to entrepreneurship. Finding these researches shows parent, teacher, and friends not give a strong social norms to student become an entrepreneur. Therefore another research conducted by Kennedy et al. (2003); Alsos et al. (2006); Van Gelderen et al. (2008); Siti Soleha (2009); Siti Hawa (2009) founded social norms has influence an individual's intention to involve in entrepreneurship base on suggestions from family, friends, and support in their environment. Environment which support individual can make decision making easily to be an entrepreneur in the future because there is support in various forms such as fund and consultancy.

Literature review to a few past finding shows social norms is critical variable to include in this research. Family belief, friends, and people around individual is important to influence individual reaction to involve in entrepreneurship. this research include social norms as a either

one of predictor factors to see an effect of social norm to secondary school student which follow Tunas Niaga Program to involve in entrepreneurship at the future.

## **Social Identity**

Social identity plays the important part of individual's intention. With other words, it's how far individual see himself appreciate or unappreciated by community will give effect to his intention to be an entrepreneur (Grundsten, 2004). Self-worth in entrepreneurship is based on community rating see competency and individual's self-confident running a business (Hogg & Cooper, 2007). Self-worth covers a belief an emotion such as victory, pride, despair, and shame. Even self-worth also determines individual's rating in valuing himself. Valuing also a judgment and attitudes toward self (Hewit, 2009).

Research by Rasheed (2002); Grundsten (2004); Pamela (2010); Zaidatol Akhmaliah & Afsaneh (2011) found social identity is a factor which influencing an individual's intention to involve in entrepreneurship. Finding of this research shows identity social is critical factor to predict an intention of entrepreneurship within secondary school student which follow Tunas Niaga Program. Secondary school's students which follow Tunas Niaga Program have a positive feeling and community also appreciate entrepreneur contributions to national economy also influencing them to involve in entrepreneurship. Even secondary school student which follow Tunas Niaga Program has a high self-confident in entrepreneur's skills and ability to lead them to achieve success because of desire to act an essential afford to running a business. Secondary school student has a positive self-worth to lead them take a high opportunities to success in business. Therefore social identity in this research used social identity as a either one predictor factors to predict an intention of Tunas Niaga Program's members to involve in entrepreneurship.

## **Entrepreneurship Information**

Interpretation of entrepreneurship element in early primary school has a purpose to forms a criteria and habit of entrepreneurship until it becomes a culture within students. Students can implements an entrepreneurship attitude in daily life. This implementation is an approach to cultivate entrepreneurship involving process forms of attitude, thinking training, and business management skills, moral value and ethics of entrepreneur. Implement of this element execute suitable with student level depends on situations in various knowledge.

Research by Zaidatol Akhmaliah et al. (2002) found secondary school's student exposed to entrepreneurship through subject of Integrated Life Skill. School's students which learn entrepreneurship education can commercialize their knowledge as a fundamental before involving in entrepreneurship and accelerating government goal to produce more new entrepreneur at secondary level.

Therefore research by Sharifah Yuhayu (2003) found secondary school's student still lack of knowledge in entrepreneurship especially in marketing strategy perspective. Research conducted by Zaidatul Akhmaliah & Hisyamuddin (2009) shows executing of entrepreneurship education in academic secondary school still not enough to make entrepreneurship as a chosen profession within student. this research show more than half (52 percent) of students involved in their study not have an ambition positive entrepreneurship. Finding of this study can conclude as Malaysian secondary school's student recommends being a self-employing but they have doubt to be an entrepreneur. Secondary school's students choose another career because they see entrepreneurship is not an interesting career.

Research by Nor Aishah & Yap (2002); Norasmah et al. (2003) prove teacher lack of appreciate government goal lead to entrepreneurship knowledge cannot be delivered to student. Students are not taught well and will affect them to isolate from government goal which want to produce more new entrepreneur. Limited of student is their knowledge about entrepreneurship depends on what happen around them. They can influenced by a specialty of a certain career without doing a thorough research about disadvantages and difficulties they may encountered, lack of self-confident to explore a more complex field, job choosy because of pressure from parent and future opportunity.

Research finding by Norudin et al. (2011) is different from finding by Sharifah Yuhayu (2003); Zaidatul Akhmaliah & Hisyamuddin (2009). Research by Norudin et al. (2011) found a small partition (19.5 percent) secondary school's student at Terengganu involved in entrepreneurship club show has a better intention than their friends which follow another program. Student attended program and seminar organized by club can enhance information and exposing them about entrepreneurship. This research give a picture knowledge factor is important to cultivate a student's intention to involve in entrepreneurship. Finding by Norudin et al. (2011) same with finding by Cheung (2008); Lepourte et al. (2010); Steenekamp et al. (2011) which found entrepreneurship education is effective teach student about realistic knowledge, understanding business, and workplace as an entrepreneur.

## **Entrepreneurship Skills**

Either one of determinants to entrepreneurship growth is an enough of human capability source. Demand for capability labor at the future will increase. Government need to provide training facilities to fulfill a growth and demand of entrepreneurship capability labor at the future. Skills in management field and time consuming are a factors should has by any individual before becomes a new entrepreneur which run a small business.

Literature review on research by Cheung (2008); Tih et al. (2009); Johnsen et al. (2012) found school's student who attend an entrepreneurship training program briefing prepare to be trained in entrepreneurship field. Student has a potential to understand and begin to involve in small scale entrepreneurship activity. While research by Marques & Albuquerque (2012) found



adolescent who followed entrepreneurship program not just exposed with business knowledge but also involving in self-personal development. They learn skills about planning; take an opportunities, communication, information technology usage, and teamwork step by step. This method make adolescent unaware they learn to be a real entrepreneur. Therefore research conducted by Fatoki & Chindoga (2011) found a lack of business skills is either one of reasons adolescent not willing to involve in entrepreneurship field.

Literature review shows entrepreneurship skills play an important role in influencing an individual's intention to involve in entrepreneurship field. Individual which has entrepreneurship skills can executing and start-up own firm. Skills in high level assist individual to make decision making to start-up business. Either one of entrepreneurship training effect is increasing contestant's skills. For this reason author include entrepreneurship skills as a either one of predictor factors which influencing an intention of entrepreneurship within Tunas Niaga Program's members.

### **Financial**

When this research include financial factor, author focus on return of investment will attain by individual which involve in entrepreneurship field. Literature review found financial factor has a relationship between a secondary school's students involving in entrepreneurship field. Research by Norudin et al. (2011) found secondary school's student at Terengganu encourages being an entrepreneur because of financial factor. Students predict they can get a good yield if they be an entrepreneur.

Research at university level which conducted by Grunstden (2004); Van Gelderen et al. (2008); Radiah (2008); Norasmah & Salmah (2009) found university's student has awareness an important of entrepreneurship field's contribution to themselves, communities, and nation from economy perspective. This research shows money value as booster factor to university's graduate involving in entrepreneurship field. University's student valuing and make decision making about their career chosen depends on financial reward and effort to run their own business. Literature review which conducted at different places prove financial reward factor can influence individual to make decision to choose their career. Finding from the past research attract author to include financial reward as predictor factor to identifying this effect to intention to involve in entrepreneurship within Tunas Niaga Program's members.

### **Freedom**

The definition freedom in this research is individual or with other people able to make and control decision. Individual or with other people involve in overall entrepreneurship activity in early stage include self-employ or sell a product and service to other people. Literature review cursory found finding in past research about individual intention to work as entrepreneur relate

to entrepreneurship field career give more freedom than another career except research by Luca et al. (2012) found a different finding.

Research by Sapiah (2008); Pamela (2010) found school student has a good perception to entrepreneurship field because of assumption an entrepreneur is individual which has unlimited opportunities to meet a various kind of community without time limitation. Student also assume an entrepreneur can take already opportunity because they able to running business anytime they want without need to has office hours. Entrepreneur which has always get opportunity willing to work harder and increase their self-confident and self-growth.

Research ta university level conducted by Douglas & Shepherd (2002); Fitzsimmons & Douglas (2005) found university's student assume work as entrepreneur give them a freedom to make decision and has authority to control job activity. University's student also has positive attitude to freedom will consider being entrepreneur because of full authority to control job activity. Besides that university's student get more advantages because they are owner who have a right distribution of income to themselves. By the way research by Luca et al. (2012) found a freedom factor decrease a probability of university's student to involve them to becomes entrepreneur whether they were involved or not with activity relate to entrepreneurship.

Literature re-reviewing found school and university student caring about a freedom to choose their job. They appreciate a freedom whether they want to self-employ or becomes to staff at public or private sectors. Limited of freedom decrease a probability to them to chosen a specific job. Author belief a past finding which reviewed and presented here sows freedom need to be study as a predictor factor which influencing an intention to entrepreneurship within Tunas Niaga Program's member. Freedom is important to all individual not just to entrepreneur start growing running a business.

## **Conceptual Framework**

This research suggest conceptual framework about an intention of Tunas Niaga Program's member to involve in entrepreneurship career at Terengganu state based on literature review. Suggest of conceptual framework in this research showing in Diagram 1. Based on this diagram, an independent variable in this research is predictor factors (personality, role model, social norms, social identity, entrepreneurship information, entrepreneurship skills, financial and freedom) which influencing an intention Tunas Niaga Program's member to involve in entrepreneurship field at Terengganu. While a dependent variable of this research is an intention of Tunas Niaga Program's member to involve in entrepreneurship career at Terengganu state.

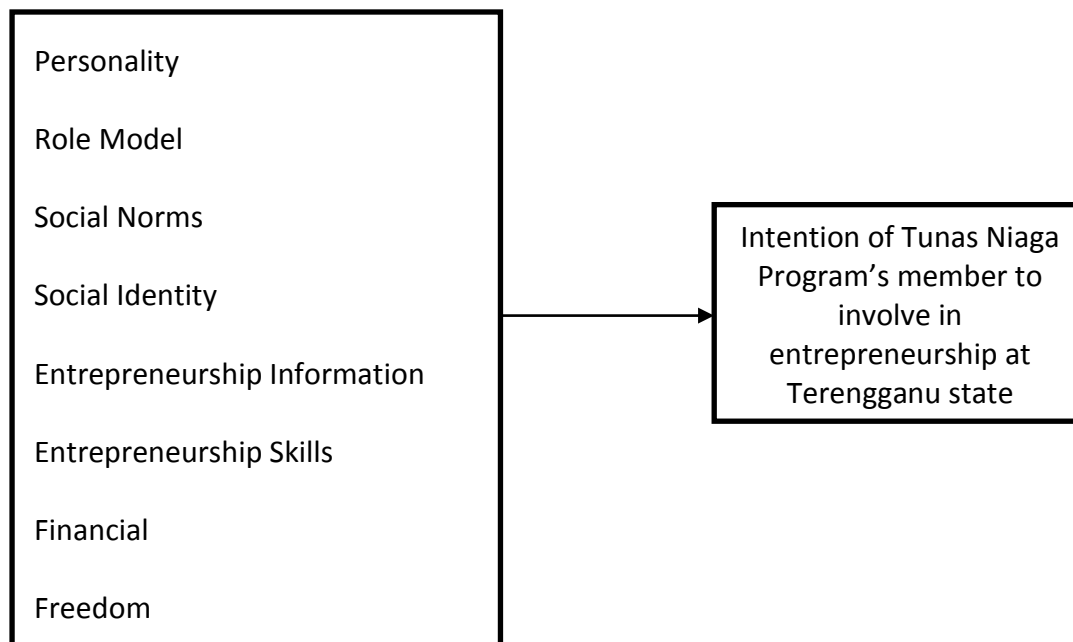


Diagram 1: Conceptual framework an intention Tunas Niaga Program's member to involve in entrepreneurship at Terengganu state

Hypothesis of this research concluded based on literature review. Hypothesis of this research are follow:

- H<sub>1</sub> There is a significant correlation between a predictor factors with an intention of Tunas Niaga Program's member to involve in entrepreneurship career at Terengganu state.
- H<sub>2</sub> There is a significant influences between predictor factors with an intention of Tunas Niaga Program's member to involve in entrepreneurship career at Terengganu state.

## Conclusion

Understanding of predictor factors which influencing an intention of school student is one opportunity to find an answer to main anxiety in entrepreneurship field. Malaysia Statistics Department (2009) was reporting a numbers of adolescent's entrepreneur at Malaysia is low. While report by Employment Service Division, Department of Labor which produced by Malaysia Statistics Department (2011) found many job hunting within school leaver rising an anxiety of introducing to entrepreneurship co-curriculum at secondary school not forms them to be an entrepreneur at the future. Although they are consist of sub-section community with a specific education this situation arouse a question why secondary school leaver not use a mechanism which they learn in co-curriculum activities towards entrepreneurship after they finished their school. Already past literature review can understand in a nutshell why form a

part within student makes decision to exploitation of already opportunity and the others are not.

Therefore this research presents one conceptual framework to show how research finding can achieve successfully. Literature review makes this research easily to determine a real relationship between predictor factors with an intention of secondary school which follow Tunas Niaga Program to involve in entrepreneurship career. This research can assist Entrepreneurship Development Division under Terengganu State Economic Development Corporation planning strategy Tunas Niaga Program more effective in the future after knowing a power of predictor factors whether influencing or not an intention of Tunas Niaga Program's member to involve in entrepreneurship career. Besides that this research also presented a conceptual framework to a comprehensive finding to explain why Tunas Niaga Program's member intent to involve in entrepreneurship career. There is risky if Tunas Niaga Program's member cannot produce an adolescent entrepreneur at the future because affect Malaysian's social and economy. Malaysia cannot growing without involving of youth generation in national development.

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