

## STUDY OF FEMALE HOTEL MANAGEMENT GRADUATE'S TOWARDS ENTREPRENEURSHIP

**Dr. RAJASHREE S KINI**

Associate Professor and Co-ordinator – Dept. of Allied Hospitality Studies, Dept. of Allied Hospitality Studies, Welcomgroup Graduate School of Hotel Administration, Manipal Academy of Higher Education (MAHE), Manipal. Email: Rajashree.kini@manipal.edu

### Abstract

In today's era, females are more involved in making independent business decisions related to managing the business. In general, even though the level of entrepreneurship increasing, still, there is only a little research on female graduates towards entrepreneurship, particularly in developing countries. Further, the existing studies have not yet provided considerable attention to female graduates, particularly in hotel management. Thus, a study was presented to analyze the female hotel management graduates' in pursuing entrepreneurship. By using the methodology of convenience sampling technique, the sample has been collected from 351 female hotel management graduates in Kerala. Measurement modeling was used for the analysis of the hypothesized relationship among constructs. The result showed that the development of attitude and interest in female graduates were associated with considering entrepreneurship as attractive and making them better off financially. It also revealed that the attitude, intention, motivation, and risk-taking mediate the relationship between the entrepreneurial intentions and the career advisor of influencer highly influenced the female graduates towards entrepreneurship.

**Keywords:** Entrepreneurship, hotel management, female graduates, attitude, entrepreneurial intentions.

### Abstract

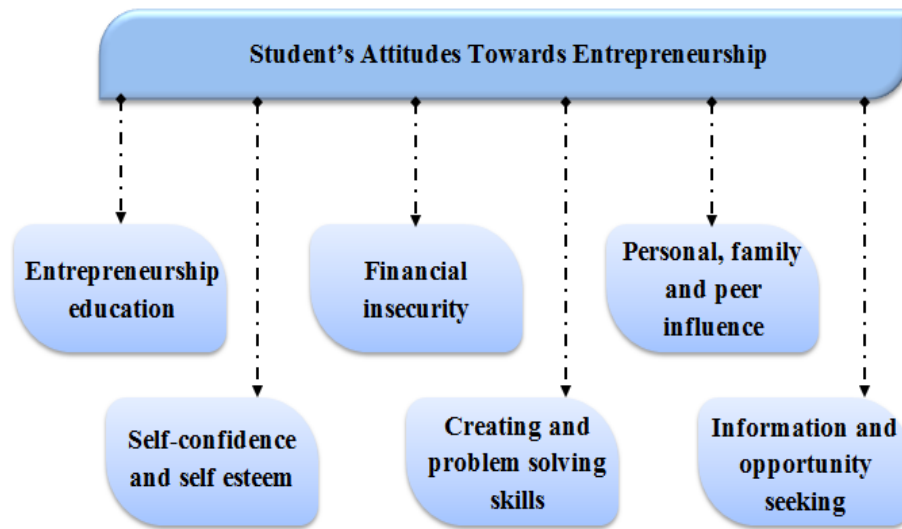
**Purpose:** In today's era, females are more involved in making independent business decisions related to managing the business. In general, even though the level of entrepreneurship increasing, still, there is only a little research on female graduates towards entrepreneurship, particularly in developing countries. Further, the existing studies have not yet provided considerable attention to female graduates, particularly in hotel management. Thus, a study was presented to analyze the female hotel management graduates' in pursuing entrepreneurship. **Design/methodology/approach:** By using the methodology of convenience sampling technique, the sample has been collected from 351 female hotel management graduates in Kerala. Measurement modeling was used for the analysis of the hypothesized relationship among constructs. **Findings:** The result showed that the development of attitude and interest in female graduates were associated with considering entrepreneurship as attractive and making them better off financially. It also revealed that the attitude, intention, motivation, and risk-taking mediate the relationship between the entrepreneurial intentions and the career advisor of influencer highly influenced the female graduates towards entrepreneurship. **Originality:** This research work is original work done by the researcher. **Research limitations/implications:** This research focused only on female graduates of the hotel management industry. In the future, the study can be extended by considering various sectors with more populations in both urban and rural areas, and it was conducted for all genders and also investigated various influencing factors towards entrepreneurship. **Practical implications:** This study helps to encourage students to become entrepreneurs after graduating in order to create new businesses, which can generate positive local externalities i.e. job generation and increased social cohesion in depressed communities and wealth creation. **Social implications:** This study will help the female graduates to be economic independent and develop confidence.

## 1. INTRODUCTION

Entrepreneurship is rapidly progressing and is considered the driver of the economic and social growth of countries through creating new jobs, fostering innovation in markets, and boosting competition. Entrepreneurs create wealth not only for themselves but also for others by creating employment (Anjum et al., 2021; Shahin et al., 2021). In today's era, the role of women entrepreneurs in economic development is inevitable and women are willing to take action in business and contribute to the nation's growth (Amentie & Negash, 2015; Chinomona & Maziriri, 2015). In promoting entrepreneurial intentions, entrepreneurship education has played an important role. Entrepreneurial intentions are related to attitudes and personal perceptions with respect to the supportiveness of a given society and one's abilities (do Paço et al., 2015; Entrialgo & Iglesias, 2017). It is widely known that in the future, graduate students are an important source of nascent entrepreneurship. In this context, it is natural to consider students as the primary resource of future entrepreneurs. Part of the government's effort to entrepreneurial spirit among university students is to make entrepreneurship subjects as their field of study.

Entrepreneurship is important to economic advancement, employment as well as a solution to the excessive number of university graduates and social problems. The students who are interested in self-employment may be due to independence. The intention to be an entrepreneur is stronger for those with more positive attitudes to risk and independence (Ambad & Damit, 2016; Samantha Kumara, 2012). Entrepreneurship has been a male-dominated phenomenon, but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. Thus, female entrepreneurship is considered an important tool in enabling female empowerment and emancipation. Due to the current volatile economic environment, college and university graduates are now finding it difficult to secure employment in both private and public enterprises.

Hence, there is a need to focus on entrepreneurship as a gateway to employment creation and stabilizing economies (Ojediran & Anderson, 2020; Rudhumbu et al., 2016). Female graduates and their views on entrepreneurship are seriously neglected and underdeveloped research areas. Thus, this study was presented to analyze the female hotel management graduates in pursuing entrepreneurship. The objective of the study is to identify the factors that influence the entrepreneurship intentions of students, attitudes, and perceptions towards entrepreneurship. A diagrammatic representation of student's attitudes toward entrepreneurship was shown in figure 1,



**Figure 1: Student's Attitudes towards Entrepreneurship**

The draft of the presented research work is organized as follows: in section 2, the existing research work were explained; in section 3, the presented research methodology is explained; section 4 discussed the results, and in section 5, the paper is concluded and the future direction enhancement of the research study is also explained.

## 2. RELATED WORKS

(Geldhof et al., 2014)intended to examine the development of people's entrepreneurial intent and entrepreneurial activities among young people. Qualitative data has been collected from the 3461participants from universities and colleges in three regions of the United States. In this study, a mixed-method triangulation had been used for the analysis. The result concluded that the college students of entrepreneurially oriented undertook several entrepreneurial-related activities, these actions manifest in young people. The result of the study was limited by only considering the results from wave 1 of the study.

(Duval-Couetil et al., 2014) analyzed the characteristics and career intentions of students who choose to enroll in entrepreneurship courses. Data has been gathered from 2664 students at a major university in the United States. Further, to examine the differences across the key demographic variables, the t-tests have been employed for the analysis. The result showed that in career intentions, the students in entrepreneurship were most interested in starting their own company. A limitation that occurred in this study was that the data was collected from particularly one institution, thus, the result might be differentfrom other institutions.

(Ayeh et al., 2022)investigated the student's predicted response to entrepreneurship in hospitality and tourism education. By using a multi-item questionnaire, a sample of a study has been taken from 547 hospitality and tourism students from five public universities in Ghana. Next, to examine the student's response to entrepreneurship, a

structural equation modeling technique of partial least squares (PLS-SEM) has been employed.

The result showed that the critical roles of personal attitude, behavioral control, and normative influence were the factors that shaped the entrepreneurial mind-sets, whereas, entrepreneurial attitudes were driven by risk-taking inclination. However, the study was limited to a propensity to take risks and the theory of planned behavior components.

(Srinivasan & Karmarkar, 2014) explored the career options selected in the final year of the course and the influencing factors of students' choice for pursuing a hotel management course. Questionnaire data and personal interview data were gathered from five colleges affiliated with Pune University. By using a quantitative approach, secondary data has been collected. Finally, the result concluded that the personalities and overall confidence of students want to become entrepreneurs while some of them would like to go for higher studies. However, the result concluded that based on considering a particular university, the result might be generalizable to other universities or colleges.

(Jena, 2020) examined the impact of students' attitudes towards entrepreneurship education on entrepreneurial intention among business management students. A study data has been collected from 509 respondents from various different business management universities or colleges in central India. The data has been collected and analyzed through a purposive sampling technique. The result stated that there was a significant positive impact of attitude towards entrepreneurship education on entrepreneurial intention. In this study, the psychological model was applied, which does not enable an adequate exploration of the relationships between the participated variables.

(Solesvik, 2012) investigated the difference in entrepreneurial intention, perceived behavior control, subjective norms, and cognitive profiles between individuals. Data has been collected from 321 students in three universities in Ukraine. Study hypotheses were generated and tested by using a Hierarchical multiple regression. The result revealed that the attitudes, perceived control behavior, and subjective norms mediated the relationship between perceived entrepreneurial intentions and motivation. However, the study was limited due to the data collection from three universities in one city.

(Watchravesringkan et al., 2013) intended to examine the modeling entrepreneurial career intention and explored the moderating role of entrepreneurial knowledge and skills among undergraduates. A sample of data has been collected from 345 undergraduates at four American universities. Next, to test the hypothesized relationships in the model, the SEM has been used. The study result showed that self-actualization significantly influences attitudes, which in turn influences entrepreneurial career intentions. The result was concluded based on particular universities; the result might be different for other universities and countries.

(Ozaralli & Rivenburgh, 2016) explored the entrepreneurial behavior of antecedents and entrepreneurial intention in the USA and Turkey. Data has been taken from 589 junior

and senior students at one American and one Turkish university. The result has been analyzed through hierarchical regression analysis. The findings showed that the respondents hold a positive attitude towards entrepreneurship, in both US and Turkish students, whereas, the entrepreneurial intention obtained a low level. It also revealed that US students perceived a high level of risk associated with entrepreneurship. However, the correlational design in this study does not allow for causal conclusions.

(Shinnar et al., 2014) explored entrepreneurial self-efficacy (ESE) and students' intention to pursue an entrepreneurial career. A sample of data has been collected from university students at the US-based University level. Next, to test the result hypotheses, a confirmatory factor analysis (CFA) has been used. The study of the result demonstrated that the ESE increased for both groups, but the increase was statistically significant only for male students. The data were collected through a survey instrument reported by the same group of respondents, which might result in a common method effect.

(Y. A. Samuel., K. Ernest., 2013) intended to analyze the entrepreneurial intention among the students and explored the motivators, and obstacles to entrepreneurial intentions. Data has been collected from 136 respondents in Sunyani Polytechnic students in Ghana. The collected data has been collected and analyzed through the convenience sampling method. Finally, the result stated that there was a high entrepreneurial intention among the respondents. It also showed that there were important motivators for intentions as well as obstacles to setting up one firm. However, the collected sample was limited in this study.

### 3. RESEARCH METHODOLOGY

The present research study is conducted to analyze the attitudes and interests of female hotel management graduates in pursuing entrepreneurship. In this study, the methodology adopted is a convenience random sampling technique based on a well-structured questionnaire and quantitative research. A questionnaire was developed and administered to a sample of people living in different cities in Kerala. A total of 400 questionnaires were distributed across various colleges among female hotel management graduates in Kerala. The reason for choosing female graduates in this study was they are at a period in their career development where they are considering different career routes and therefore, a potential source of future female entrepreneurs. The questionnaire was prepared by the 5-point Likert scale.

Out of 400 respondents, 351 respondents completed the survey and the remaining 49 respondents did not properly reply to the structured questionnaires. The secondary data has been collected through journals, books, magazines, etc. To find out the frequency distribution of respondents' responses from the research questionnaire and describe in depth the studied variable, a descriptive statistical analysis has been employed. Further, to analyze the interpretation of the data, simple statistical tools like percentage analysis, mean and standard deviation were used.

The questionnaire was intricately designed to tap the demographic variables including age, entrepreneurship education (EE), work experience, a sector where parents work,

and level of family income. The demographic characteristics of the respondents was shown in table 1,

**Table 1: Demographic analysis (N=351)**

Demographic characteristics	Frequency (N)	Percentage (%)
<b>Age</b>		
19 or under	23	6.55%
20 to 25	216	61.53%
Above 25	112	31.90%
<b>Entrepreneurship education</b>		
Yes	213	60.68%
No	138	39.31%
<b>Work experience</b>		
Yes	249	70.94%
No	102	29.05%
<b>Sector where parents work</b>		
Private	117	33.33%
Public	75	21.36%
Self-employed	159	45.29%
<b>Level of family income</b>		
Low	67	19.08%
Medium	124	35.32%
High	160	45.58%

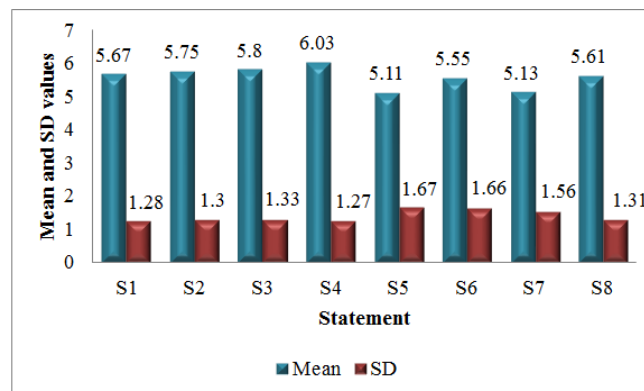
The details of the respondents given with regard to their age, entrepreneurship education, work experience, sector where the respondent's parents work and level of family income were shown in the above table 1. The majority of the respondents are presented between the age groups of 20 to 25, which is 61.53%. Then, 31.90% of respondents were in the age group of above 25 followed by those who were 19 or under (6.55%). Here, 60.68% of respondents learned entrepreneurship education, whereas, 39.31% didn't learn entrepreneurship education. Next, the work experience of the respondents was given. The majority of the respondents have work experience; the obtained value is 70.94%, whereas, 29.05% of respondents do not have any work experience. Furthermore, the sector where the respondent's parents work was examined, here, the majority of the respondent's parents were self-employed, i.e. 45.29%, followed by private (33.33%), and public (21.36%). Lastly, the level of family income of each respondent was analyzed. The respondents who were having low-level family income obtained 19.08%, medium (35.32%), and high monthly income (45.58%).

### 3.1. Attitude and Interest of Female Graduates in Entrepreneurship

**Table 2: Analysis of the Statement of Attitude and Interest of Graduates in Entrepreneurship**

Statement	Mean (M)	Standard deviation (SD)
S1-Being an entrepreneur implies more advantages	5.67	1.28
S2-Being an entrepreneur would give me great satisfaction	5.75	1.30
S3-Start their own business to be better off financially	5.80	1.33
S4-A career as an entrepreneur is attractive for me	6.03	1.27
S5-My professional goal is to become an entrepreneur	5.11	1.67
S6-I have got the intention to start a firm one day	5.55	1.66
S7-Because they have good ideas and want to realize them	5.13	1.56
S8-Among various options, I would rather be an entrepreneur	5.61	1.31

Table 2 analyzed the mean and standard deviation of attitude and interest of female hotel management graduates in entrepreneurship(Solesvik, 2012). Comparing all the statements, statement 4, “A career as an entrepreneur is attractive for me” achieved the highest mean value, which is 6.03 and its standard deviation is 1.27. Next, statement 3, “Start their own business to be better off financially” achieved the second highest mean value, which is 5.80 and its standard deviation value is 1.33. Further, statement 2, “Being an entrepreneur would give me great satisfaction” secured the third highest position; the obtained mean and standard deviation values are 5.75 and 1.30 respectively. A graphical representation of the mean and standard deviation was shown in figure 2,



**Figure 2: Graphical Representation of Mean and Standard Deviation Ofattitudes and Interest toward Entrepreneurship**

### 3.2. Intention and perception of female graduates' influence towards the entrepreneurship

**Table 3: Analysis of Influencing Factors of Intention and Perception of People toward the Entrepreneurship**

Construct	Measurement	Factor loading	Alpha ( $\alpha$ )	Composite reliability (CR)
Intention	Intend to start firm within 3 years	0.893	0.841	0.913
	I can use my skills and abilities in hotel management	0.852		
	Pay of most jobs in hotel management is low	0.867		
Perception	Have sufficient control over my business	0.791	0.788	0.880
	If I want, I can easily become an entrepreneur	0.783		
	Hotel management is a beneficial job.	0.775		
Motivation	People who are important to me think of me pursuing entrepreneurship as a career	0.913	0.899	0.943
	My closest family members think that I should pursue a career as an entrepreneur	0.923		
Taking risk	I like trying new food, new places, and totally new experiences	0.867	0.786	0.877
	If I am frightened of something, I will try to conquer my fear	0.842		

All loadings are significant at  $p < 0.001$ .

Table 3 displayed the analysis of the intention and perception of female hotel management graduates toward entrepreneurship. Here, the factor loading, alpha value, and composite reliability were measured for each construct (Ayeh et al., 2022). The composite reliability test was employed for the consistency of the constructs based on their measurement indicators. Then, to confirm the reliability of the latent constructs, both Cronbach's alpha and composite reliability have to meet the 0.7 criteria. Here, the construct of motivation achieved the highest alpha value, which is 0.899 and its CR value is 0.943 followed by intention ( $\alpha=0.841$ ,  $CR=0.913$ ), perception ( $\alpha=0.788$ ,  $CR=0.880$ ), and taking risk ( $\alpha=0.786$ ,  $CR=0.877$ ). The table resulted that all the item loading was significant and was above the 0.7 thresholds.

## 4. RESULT AND DISCUSSION

In this section, the data from the collected samples were analyzed and discussed. Here, the hypotheses were generated, and the path coefficient and t-statistics were measured. Furthermore, the influencers of female graduates towards entrepreneurship were examined and the correlation coefficient was calculated for the variables of attitude and interest, intention, perception, motivation, and taking a risk.

### 4.1. Hypotheses development

H1: There is a significant relationship between the attitudes of female graduates toward entrepreneurship



H2: There is a significant relationship between the interests of female graduates toward entrepreneurship

H3: There is a significant relationship between intention and positive perception toward entrepreneurship

H4: There is a significant relationship between influencers of female graduates towards entrepreneurship

**Table 4: Analysis of Hypotheses**

Hypotheses	Path coefficient	t-value
H1	0.675	17.098***
H2	0.267	6.423***
H3	0.097	2.132***
H4	0.003	0.0238
R <sup>2</sup>		0.798

\*\*\* P < .01

Table 4 displayed the results of the hypotheses development. By using the measurement model of partial least squares, the generated hypotheses were measured (Ambad & Damit, 2016; Anjum et al., 2021). Here, the hypotheses of attitudes, interest, intention, and positive perception have a significant relationship on female graduates' towards entrepreneurship. Hypotheses 1 achieved the highest path coefficient, i.e. 0.675, and its significance t-value is 17.098\*\*\* followed by hypotheses 2 (0.267), hypotheses 3 (0.097), and hypotheses 4 (0.003). The obtained R<sup>2</sup> value of generated hypotheses was 0.798.

#### 4.2. Correlation Coefficient

**Table 5: Correlation coefficient analysis**

	1	2	3	4	5
Attitude and interest	(0.873)				
Intention	0.277	(0.869)			
Perception	0.213	0.443	(0.913)		
Motivation	0.332	0.382	0.434	(0.844)	
Taking risk	0.269	0.257	0.285	0.393	(0.839)

Table 5 displayed the analysis of the correlation coefficient between attitude and interest, intention, perception, motivation, and taking a risk (Ayeh et al., 2022). Here, attitude and interest obtained the highest significant correlation to the variables of motivation, i.e. 0.332 whereas, it obtained the lowest significance to the variables of perception (0.213). Comparing all the correlation coefficients, the variables of perception achieved the highest coefficient which is 0.913. Further, the variable of taking risk obtained the lowest correlation coefficient i.e. 0.839.

### 4.3. Influencer of Female Graduates towards Entrepreneurship

**Table 6: Analysis of standardized and unstandardized significance to the influencer**

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.224	.171		-7.183	.000
Educational system	.131	.061	.131	2.348	.023
Career advisers	-.055	.060	-.019	-.234	.825
Parents and family	-.113	.058	-.117	-2.116	.041
Media	.099	.059	.098	1.841	.075

Table 6 represents the influence of female graduates on entrepreneurship was analyzed. Here, the unstandardized coefficients, standardized coefficient, t value, and significance values were calculated for the variables of the educational system, career advisers, parents and family, and media (Amentie & Negash, 2015). In the unstandardized coefficients, the beta value and standard error were calculated. Here, the educational system achieved the highest standard error, which is .061 and its significance value is .023. In the standardized coefficients, the educational system and media have positive beta value, which is .131 and .098, whereas, the career advisers and parents and family have negative beta value (-.019, -.117).

## 5. CONCLUSION

This present study was conducted to analyze the female hotel management graduates in pursuing entrepreneurship. Then, this study examined the factors that influence entrepreneurship intentions and the perception of students towards entrepreneurship. Data has been gathered from 351 respondents in Kerala, by using a convenience sampling technique. This study concluded that the female graduates of attitude and interest were more associated by considering entrepreneurship as attractive and making better off financially, i.e. 5.80, and 6.03 respectively. The influencer of a career advisor, which highly influenced female graduates in pursuing entrepreneurship, obtained a significance value of .825. Furthermore, attitude, intention, motivation, and taking risks have mediated the significant relationship between female entrepreneurial intentions. However, this only focused on female graduates of the hotel management industry. Thus, this study helps to encourage students to become entrepreneurs after graduating in order to create new businesses, which can generate positive local externalities i.e. job generation and increased social cohesion in depressed communities and wealth creation. In the future, the study can be extended by considering various sectors with more populations in both urban and rural areas, and it was conducted for all genders and also investigated various influencing factors towards entrepreneurship.

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