

# ENTREPRENEURIAL INCLINATION OF STUDENTS AT IOBM

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## Abstract

*This research is focusing on the key areas of students intentions towards Entrepreneurship, the family influence and the role of parent's profession in influencing career choices. Elements such as family size, family income and parents acting as role model for their children are the key highlights. It also incorporates the intentions of Entrepreneurship students during their study and trying to analyze to what extent the decision is stimulated into behavior. A triangulation approach has been used for research. A survey has been conducted from 98 students on parent's occupation, family size and family income generating activities and residential area as part of survey questionnaire. Results showed highly positive relationship which had been analyzed through cross tabulation.*

**Keywords:** Entrepreneurial Intention, Career Choice, Occupation, Family Size, Family Income

**JEL Classification:** M 000

## Introduction

Education is very significant to raise and develop nations. Pakistan being a developing country is still lagging behind in this area. However with the influx of several public and private universities this area is gaining significant attention. Students are more and more becoming aware of their skills and are focusing on their career. Unlike the past where parents were the only force to decide for the living choices of their children, the norms have changed drastically. With so much awareness and widely available choices of courses, students have a diversified set of professions to explore. Consequently with the unemployment of 5.90 in 2015 as stated by PBS (Pakistan Bureau of Statistics), job markets are still not able to accommodate the current strength of prospective workforce coming out as university graduates. This has instigated the universities to encourage entrepreneurship and be a

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source of job provider rather job seeker. Universities like IBA have established entrepreneurial centers strategically focusing on such potentials. More and more students are being stimulated to gain entrepreneurial education and start up their own ventures and involve in income and employment generated activities. This not only give a very positive side to an individual being useful for the society at large but also contributing towards the overall economic development (Arokiasamy, 2010). Keeping this in mind this research is trying to explore the career choice intentions of such students who study business/entrepreneurial courses and to what extent it impacts their decision in making it a career. With parents, society and demographics being the key factors that influence such choices, this research will explore all these interlinked factors and provide its research findings.

### **Literature Review**

Literature on Entrepreneurship has taken significance over the years. Richard Cantillon in 1725 articulates that an Entrepreneur is someone willing to bear the risk to buy at a known price and sell at an unknown price and is self-employed. Drucker (1985) enriched this definition by defining entrepreneurs as people who bring change and exploit it as a prospect. Chen, Weng and Hsu (2010) broadened the scope of definition by further adding factors of production. This was supported by earlier studies of Turgot and Say (cited in (Shah, Shaikh, Bhatti &, Kazi, 2015)) confirming the arrangement and management of factors of production. It can be said that an entrepreneur starts with a new business set up and ends up in being an intrapreneur by taking initiatives within an established set up. However, Timmons (1989) articulates entrepreneurship in a different way. According to him, it is the capability to initiate something from completely nothing. It is an art of judgment to anticipate the opportunity in between the disarray and perplexity. Entrepreneurs do this by commencing, attaining and building an organization instead of simply stating or watching (Nabi, Holden, & Walmsley, 2006). Thus, scholars have taken various perspective in defining entrepreneurship and entrepreneurial behavior. Apparently such behaviors do not arise in a void. Individual's choices are certainly not made in a vacuum. Since career has been elaborated as a sequence of work related tasks performed over the span of work life, it is interesting to find out what influences such career choices.

#### *Entrepreneurial Intention and the Influencing Factors*

Initial career development focused on not just individual but also social variables. Individual has been quoted as 'moving target' that keeps revolving in a composite milieu. Krueger, Reilly and Carsrud (2000) debates that career decisions are based on the cognitive process and progress as experiences and knowledge are practiced. This acts as a guide towards entrepreneurial careers suggested through research (Nabi, Holden & Walmsley, 2006). There exists exhaustive literature on Career selection and the factors influencing it. This correlates with the entrepreneurial intentions and converse the role of parents and socio-cultural factors. Here the student's motivation is reflected through their entrepreneurial intention (Gerba, 2012). Entrepreneurial intention referred by (Peng, Lu, & Kang, 2012) is the inclination and anticipation of mind shaping the choice of career as entrepre-



neurs. The Theory of planned Behavior by Azjen (1991) supports the study of entrepreneurial intentions. Experimental studies on the Theory of Planned Behavior do confer that intentions do lead to planned behavior. Since intentions are taken to be the best analyst in judging individual behaviors, one needs to identify the nascent or the established entrepreneurs. Over the period a number of research studies (as depicted in Table 1 below) have been narrowed down and divided into influencing factors on intentional behaviors towards being entrepreneur. These categories mainly include individual, societal and family background related. A number of studies have been conducted to identify these intentions of students studying entrepreneurship in universities. The key determinants of intentions are behavior, availability of resources, individual perception and social pressures. The social development approach on entrepreneurship favors this stance and states that external influences do impact the decision of the career (Henderson & Robertson, 1999). The socio economic level of an individual may be defined by income of his family, the size of family, the occupational status of his parents and the educational background of parents (Clutter, 2010). The societal aspect of research provides the macro analysis of economy status and its link with developing opportunities within industry. Here environmental facet is also highlighted with the available political and infrastructural support.

This leads to another set of deliberation on the subject matter that is related to entrepreneurship types and its typologies. There is distinction between opportunity versus necessity entrepreneurship by (Reynold, Camp, Bygrave, Autio, & Hay, 2002). Here literature introduces push and pull factors in elaborating the above. A 'pull' instigates when an opportunity has been observed and awaited to be exploited. The 'push' on the other hand arises due to lack of alternatives available. This framework is valuable as they come up with a question about the degree to which one person can be placed in one particular category (Nabi, Holden & Walmsley, 2006). The structure opportunity model supplements here the push factor by adding employer's need and the general job climate and economic factor which does influence career choice. Career choices have shifted due environmental influences where downsizing and restructuring is becoming a norm. The psychological contract is borne with job insecurity that diverts and so make individual recognize themselves as entrepreneurs and provide different connotation to their experiences as entrepreneurs (Hytti, 2010). In addition, social learning theory has also been highlighted in research to determine situational behavior and significance of environment. Leppel, Williams and Waldauer (2001) elucidate students having low socioeconomic status are more prone to join career with better opportunity.

#### *Entrepreneurial Intention Associated with Demographics and Family Size*

Research discusses how personality traits enhance motivation and the psychological aspects enforce self-efficacy. Literature has it, the need for achievement and the drive and willingness formulates entrepreneurs. Entrepreneurs have also been attributed with self-efficacy that leads to contribution in professional growth (Bandura, Barbaranelli, Caprara, & Pastorelli, 2001). Studies also validate that family characteristics and demographics are associated with Entrepreneurial Attitude Orientation. The size of the family and income impacts the achievements in academia in developing nations. Due



to financial constraints parents need to sacrifice the education for all in a large family size. Students due to this start income generating activities during their studies to support themselves. A very limited literature is available in this context (Abosede, 2015). Entrepreneurial behavior is directed by educational effort developing enterprising skills and self-reliance. Since behavior is directly linked with attitude, former study in 1996 by Kolveried continue that demographics indirectly affect the perceived behavioral control, subjective norms and attitude whereas in 1999, the study emphasize on major influence of these factors on career choice intentions (Guerrero, Rialp, & Urbano, 2008). Research by (Liñán, 2008) corroborates similar results that Entrepreneurial skill perceptions are significant in relation to the constructs of perceived behavioral control, subjective norms and attitude. Being financially strong is also a lucrative for being an entrepreneur thus another force to make students start income generating activities during student life.

In the end, social economic status affects an individual's identity development which then, subsequently, affects his or her perception of the world (and vice versa) and the choices he or she eventually makes, regarding their career (Heppner & Scott, 2004).

Further on it becomes pertinent to examine the influence that parents can have to the extent that it even overrides the influence from a career counselor. Family systems theory holds an important area in research.

#### *Parents Influence on Career Choice/Entrepreneurial Intentions*

Empirical studies maintain that parents do play as a role model when it comes to career choice. Bandura (1986) affirms this position about parents as primary source of socialization. Jodl, Michael, Malanchuk, Eccles and Sameroff (2001) focus on the socioeconomic factors and parents profession. Financial expectations may directly or indirectly influence as well. Leppel, Williams and Waldauer (2001) are in agreement that parent's occupation affects the choices as well. With several dimensions towards the role model debate, one key dimension is where parent's values, beliefs and aspirations influence occupational choice whereas there is another sphere that discusses family business as a drive to be into entrepreneurship. The expectancy value model by (Jodl, Michael, Malanchuk, Eccles, & Sameroff, 2001) accentuates that parents being role model become the source of reinforcement. Furthermore parent's socialization, occupation and education have proven to urge children. Parent's involvement is able to translate their interests and behaviors into action leading eventually to inspire children's choices in career. Otto (2000) affirms in his study similar viewpoint that parents act as counselors in facilitation of occupational choices. Not only this but also that parents with senior positions also influence their children to be interested into certain field of occupation as a career.



### *Income Generation and Entrepreneurial Intention*

As in earlier discussion on literature, confirms us that socio economic factor persuade students to take up part time working or start small scale income generating activities to support themselves and raise their family income. As the theory of Entrepreneurial Event by Sapero's model states that the inertia that guides human behavior through which individuals continues to perform certain activity till he is disrupted by a force. According to this theory, it is not the outside forces that impact decision makers. It states that start-up inclination comes from either perceived feasibility dimension or perceived desirability intention where feasibility is the confidence to start and desire is the desire for entrepreneurship (Guerrero, Rialp & Urbano, 2008).

Somehow, students within the universities are groomed within the entrepreneurial culture that can have a positive result on the society as a whole. Below are few of the several studies focusing on similar areas reviewed in the above literature:

Table 1  
*Summary of Literature Review*

S.No	Title	Authors	Key Variables
<b>Entrepreneurial Intention</b>			
1	Influences of parental occupation on occupational choices and professional values	Pablo-Lerchundi, Morales-Alonso, González-Tirados (2015)	Role Models, Individual Perceptions, Parental Occupation
2	Self-employment as a career choice: Attitudes, Entrepreneurial intentions, and Utility Maximization	Douglas, Shepherd (2002)	Economic Model, Attitudes, Utility maximization model of career choice
3	Factors And Influences On High School Students' Career Choices	Dick And Rallis (1991)	Career Choice model, Social and Cultural Factors, Perception
<b>Entrepreneurship and Family influence</b>			
4	Parental Influence on College Students' Career Aspirations	Tillman (2015)	Motivations and Aspirations, Parents Involvement
5	The role of parental influences on young adolescent's career development	Keller and Whiston (2008)	Family systems theory
6	Prior Family business exposure as intergenerational influence and entrepreneurial intent	Carr and Sequeira (2007)	The Theory of Planned Behavior
<b>Entrepreneurship and Education</b>			
7	Investigating the Motivation for Understanding Enterprise Education:	Jones, Beynon and Packham (2009)	Entrepreneurial Education, Student Motivation, Student Employment Aspiration

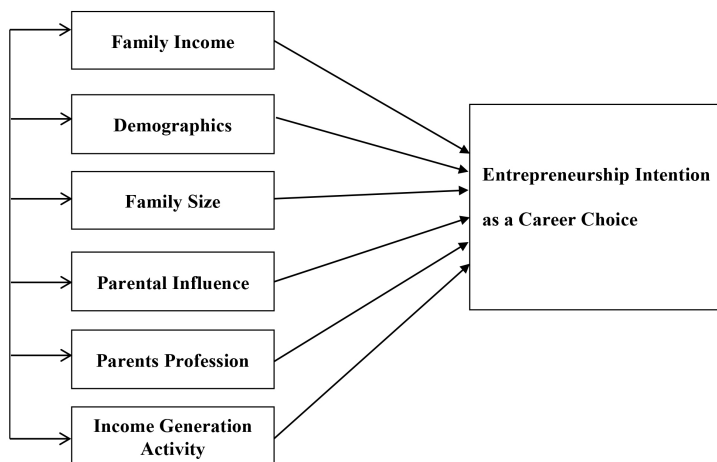
Numerous researches have been conducted on entrepreneurial intentions. Most researches link it with the individual personality and desirability. Some other researches have only taken parental influence and entrepreneurial intention. This research however is trying to bring in the few other key



variables which have not been taken simultaneously such as family size, family/household income, parental influence and its correlation with career intention and income generating activities.

### *Conceptual Framework*

The conceptual framework has taken Entrepreneurial activity as a career choice being dependent factor whereas, micro factors such as residential area, monthly income, family size, parents occupation and income generating activities as independent variables. This research aims to focus what motivates students to become a business man and the factors affecting his choice during and after student life.



*Figure 1: Conceptual Framework*

*H1:* There is a significant relationship among family income and its influence on entrepreneurial intention.

*H2:* There is a significant relationship between demographics and entrepreneurial intention.

*H3:* There is a significant relationship among family size and its influence on entrepreneurial intention.

*H4a:* There is a significant relationship that working parents influence entrepreneurial intention.

*H4b:* There is a significant relationship between parent's profession and entrepreneurial intention.

*H5a:* There is a significant relationship between income generating activities (during student life) and family income.

*H5b:* There is a significant relationship between income generating activities (during student life) and demographics.

*H5c:* There is a significant relationship between income generating activities (during student life) and



family size.

*H5d*: There is a significant relationship between income generating activities (during student life) and working parents.

*H5e*: There is a significant relationship between income generating activities (during student life) and parent's profession.

## Methods

### *Sampling and design*

A survey research was conducted during the semester of fall 2015. This research utilized the convenience sampling (a non- probability technique) due to the availability of a good population size. Students of the course Entrepreneurship and Small Business had been chosen to analyze their career interests and the influencing variables. The population has been taken from three sections out of which we received 98 surveys completely filled. The questionnaire was based on different scales. The students included both male and female population.

## Results

Table 2

### *Career Intention and Monthly Income*

Car_inten * Month_Family Inc Cross tabulation								
			Month_Family Inc					Total
			5 lacs	3-5 lacs	1- 3 lacs	50,000 - 1 lac	less than 50,000	
Car_inten	Join Arm Forces	Count	0	0	1	0	0	1
		% within Car_inten	.0%	.0%	100.0%	.0%	.0%	100.0%
		% within Month_Inc	0%	.0%	2.6%	.0%	.0%	1.0%
		% of Total	.0%	.0%	1.0%	.0%	.0%	1.0%
	Find a good job	Count	1	6	11	5	0	23
		% within Car_inten	4.3%	26.1%	47.8%	21.7%	.0%	100.0%
		% within Month_Inc	8.3%	28.6%	28.9%	22.7%	.0%	23.7%
		% of Total	1.0%	6.2%	11.3%	5.2%	.0%	23.7%
	Start own business	Count	4	3	7	2	0	16
		% within Car_inten	25.0%	18.8%	43.8%	12.5%	.0%	100.0%
		% within Month_Inc	33.3%	14.3%	18.4%	9.1%	.0%	16.5%
		% of Total	4.1%	3.1%	7.2%	2.1%	.0%	16.5%
	Go abroad for further education	Count	1	3	10	5	1	20
		% within Car_inten	5.0%	15.0%	50.0%	25.0%	5.0%	100.0%
		% within Month_Inc	8.3%	14.3%	26.3%	22.7%	25.0%	20.6%
		% of Total	1.0%	3.1%	10.3%	5.2%	1.0%	20.6%

(Table Continued...)



	Join Family Business	Count	1	1	0	0	0	2
		% within Car_inten	50.0%	50.0%	.0%	.0%	.0%	100.0%
		% within Month_Inc	8.3%	4.8%	.0%	.0%	.0%	2.1%
		% of Total	1.0%	1.0%	.0%	.0%	.0%	2.1%
	Start business after gaining experience	Count	5	8	9	10	3	35
		% within Car_inten	14.3%	22.9%	25.7%	28.6%	8.6%	100.0%
		% within Month_Inc	41.7%	38.1%	23.7%	45.5%	75.0%	36.1%
		% of Total	5.2%	8.2%	9.3%	10.3%	3.1%	36.1%
	Total	Count	12	21	38	22	4	97
		% within Car_inten	12.4%	21.6%	39.2%	22.7%	4.1%	100.0%
		% within Month_Inc	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	12.4%	21.6%	39.2%	22.7%	4.1%	100.0%

Monthly income can definitely form an important factor on career intentions of students. Where the earning is minimal students will be more prone to pursue income generating activities. The results show a mix of both that is 50% for joining a job/going broad and earning by setting up business are somewhere on the high level between the household income of 1-3 lacs. Students falling under major element of starting their own business are the one's generating lower monthly income between 50-1 lac with 28.6%.

Table 3  
*Career Intention and Residence*

Car_inten * Residence Cross tabulation											
		Residence									Total
		DHA/Clifton	PECHS	Nazimabad/ North	Gulshan/ Gulshan e Juhar	F.B Area	Korangi/ Sharan-e-Faisal	Majir/Saudabad/ Model Colony	Saddar/ Old City	Others	
Car_inten	Join Arm Forces	Count	1 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	1
		% within Car_inten	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
		% within Residence	3.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%
		% of Total	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%
	Find a good job	Count	10 <sub>a</sub>	1 <sub>a</sub>	1 <sub>a</sub>	4 <sub>a</sub>	2 <sub>a</sub>	0 <sub>a</sub>	2 <sub>a</sub>	1 <sub>a</sub>	24
		% within Car_inten	41.70%	4.20%	4.20%	16.70%	8.30%	0.00%	8.30%	4.20%	100.00%
		% within Residence	37.00%	8.30%	7.10%	20.00%	33.30%	0.00%	66.70%	33.30%	24.50%
		% of Total	10.20%	1.00%	1.00%	4.10%	2.00%	0.00%	2.00%	1.00%	24.50%

(Table Continued...)



	Start own business	Count	3 <sub>a</sub>	2 <sub>a</sub>	2 <sub>a</sub>	3 <sub>a</sub>	3 <sub>a</sub>	2 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	1 <sub>a</sub>	16
		% within Car inten	18.80%	12.50%	12.50%	18.80%	18.80%	12.50%	0.00%	0.00%	6.30%	100.00%
		% within Residence	11.10%	16.70%	14.30%	15.00%	50.00%	66.70%	0.00%	0.00%	10.00%	16.30%
		% of Total	3.10%	2.00%	2.00%	3.10%	3.10%	2.00%	0.00%	0.00%	1.00%	16.30%
	Go abroad for further education	Count	5 <sub>a</sub>	5 <sub>a</sub>	4 <sub>a</sub>	3 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	1 <sub>a</sub>	1 <sub>a</sub>	1 <sub>a</sub>	20
		% within Car inten	25.00%	25.00%	20.00%	15.00%	0.00%	0.00%	5.00%	5.00%	5.00%	100.00%
		% within Residence	18.50%	41.70%	28.60%	15.00%	0.00%	0.00%	33.30%	33.30%	10.00%	20.40%
		% of Total	5.10%	5.10%	4.10%	3.10%	0.00%	0.00%	1.00%	1.00%	1.00%	20.40%
	Join Family Business	Count	1 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	1 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	2
		% within Car inten	50.00%	0.00%	0.00%	50.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%
		% within Residence	3.70%	0.00%	0.00%	5.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.00%
		% of Total	1.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.00%
	Start business after gaining experience	Count	7 <sub>a</sub>	4 <sub>a</sub>	7 <sub>a</sub>	9 <sub>a</sub>	1 <sub>a</sub>	1 <sub>a</sub>	0 <sub>a</sub>	1 <sub>a</sub>	5 <sub>a</sub>	35
		% within Car inten	20.00%	11.40%	20.00%	25.70%	2.90%	2.90%	0.00%	2.90%	14.30%	100.00%
		% within Residence	25.90%	33.30%	50.00%	45.00%	16.70%	33.30%	0.00%	33.30%	50.00%	35.70%
		% of Total	7.10%	4.10%	7.10%	9.20%	1.00%	1.00%	0.00%	1.00%	5.10%	35.70%
	Total	Count	27	12	14	20	6	3	3	3	10	98
		% within Car inten	27.60%	12.20%	14.30%	20.40%	6.10%	3.10%	3.10%	3.10%	10.20%	100.00%
		% within Residence	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
		% of Total	27.60%	12.20%	14.30%	20.40%	6.10%	3.10%	3.10%	3.10%	10.20%	100.00%

More than 18% of individuals fall into areas of DHA/Clifton, Gulshan/Gulistan-e-Jauhar and F.B. Area with more than 50% of students have inclination of joining family business or starting their own business with and without experience. We can easily gauge that students residing in areas of DHA, Gulshan and F.B Area have entrepreneurial intentions. This is the predictor of residence impact on entrepreneurial intention.



Table 4  
*Career Intention and Family Status*

Car_inten * Family_Size Cross tabulation								
			Family_Size				Total	
			4 or less	5-7	7-10	More than 10		
Car_inten	Join Arm Forces	Count	0 <sub>a</sub>	1 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	1	
		% within Car_inten	0.00%	100.00%	0.00%	0.00%	100.00%	
		% within Family_Size	0.00%	1.40%	0.00%	0.00%	1.00%	
		% of Total	0.00%	1.00%	0.00%	0.00%	1.00%	
	Find a good job	Count	8 <sub>a</sub>	15 <sub>a</sub>	1 <sub>a</sub>	0 <sub>a</sub>	24	
		% within Car_inten	33.30%	62.50%	4.20%	0.00%	100.00%	
		% within Family_Size	33.30%	21.70%	25.00%	0.00%	24.50%	
		% of Total	8.20%	15.30%	1.00%	0.00%	24.50%	
	Start own business	Count	3 <sub>a</sub>	13 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	16	
		% within Car_inten	18.80%	81.30%	0.00%	0.00%	100.00%	
			% within Family_Size	12.50%	18.80%	0.00%	0.00%	16.30%
			% of Total	3.10%	13.30%	0.00%	0.00%	16.30%
Go abroad for further education		Count	3 <sub>a</sub>	17 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	20	
		% within Car_inten	15.00%	85.00%	0.00%	0.00%	100.00%	
		% within Family_Size	12.50%	24.60%	0.00%	0.00%	20.40%	
		% of Total	3.10%	17.30%	0.00%	0.00%	20.40%	
Join Family Business		Count	0 <sub>a</sub>	2 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	2	
		% within Car_inten	0.00%	100.00%	0.00%	0.00%	100.00%	
		% within Family_Size	0.00%	2.90%	0.00%	0.00%	2.00%	
		% of Total	0.00%	2.00%	0.00%	0.00%	2.00%	
Start business after gaining experience		Count	10 <sub>a</sub>	21 <sub>a</sub>	3 <sub>a</sub>	1 <sub>a</sub>	35	
	% within Car_inten	28.60%	60.00%	8.60%	2.90%	100.00%		
	% within Family_Size	41.70%	30.40%	75.00%	100.00%	35.70%		
	% of Total	10.20%	21.40%	3.10%	1.00%	35.70%		
Total		Count	24	69	4	1	98	
		% within Car_inten	24.50%	70.40%	4.10%	1.00%	100.00%	
		% within Family_Size	100.00%	100.00%	100.00%	100.00%	100.00%	
		% of Total	24.50%	70.40%	4.10%	1.00%	100.00%	



81% of individuals fall into a family size of 5-7 who are into starting their own business. The percentage of individuals with the intention of joining family business or starting business with experience is 100% and 60% with the family size of 5-7 respectively. Small family size of 4-7 with 28.6% has also intention to start business after gaining some exposure. Studies therefore show significant correlation.

Table 5  
*Career Intention and Working Parents*

Car_inten * Working Parents Cross tabulation							
			Parents			Total	
			Yes	Only father	Only Guardian		
Car_inten	Join Arm Forces	Count	0 <sub>a</sub>	1 <sub>a</sub>	0 <sub>a</sub>	1	
		% within Car_inten	0.00%	100.00%	0.00%	100.00%	
		% within Parents	0.00%	1.40%	0.00%	1.00%	
		% of Total	0.00%	1.00%	0.00%	1.00%	
	Find a good job	Count	5 <sub>a</sub>	17 <sub>a</sub>	2 <sub>a</sub>	24	
		% within Car_inten	20.80%	70.80%	8.30%	100.00%	
		% within Parents	21.70%	24.30%	50.00%	24.50%	
		% of Total	5.10%	17.30%	2.00%	24.50%	
	Start own business	Count	6 <sub>a</sub>	10 <sub>a</sub>	0 <sub>a</sub>	16	
		% within Car_inten	37.50%	62.50%	0.00%	100.00%	
			% within Parents	26.10%	14.30%	0.00%	16.30%
			% of Total	6.10%	10.20%	0.00%	16.30%
Go abroad for further education		Count	5 <sub>a</sub>	15 <sub>a</sub>	0 <sub>a</sub>	20	
		% within Car_inten	25.00%	75.00%	0.00%	100.00%	
		% within Parents	21.70%	21.40%	0.00%	20.40%	
		% of Total	5.10%	15.30%	0.00%	20.40%	
Join Family Business		Count	0 <sub>a</sub>	2 <sub>a</sub>	0 <sub>a</sub>	2	
		% within Car_inten	0.00%	100.00%	0.00%	100.00%	
		% within Parents	0.00%	2.90%	0.00%	2.00%	
		% of Total	0.00%	2.00%	0.00%	2.00%	
Start business after gaining experience		Count	7 <sub>a</sub>	25 <sub>a</sub>	2 <sub>a</sub>	35	
		% within Car_inten	20.00%	71.40%	5.70%	100.00%	
	% within Parents	30.40%	35.70%	50.00%	35.70%		
	% of Total	7.10%	25.50%	2.00%	35.70%		
Total			Count	23	70	4	98
			% within Car_inten	23.50%	71.40%	4.10%	100.00%
			% within Parents	100.00%	100.00%	100.00%	100.00%
			% of Total	23.50%	71.40%	4.10%	100.00%



70% of students with working parents/father (in particular) are inclined to develop entrepreneurial start up. Not only this but working parents also influence students to join family business and also 71.40% of students start new business after gaining some experience.

Table 6  
*Career Intention and Parents Profession*

Car_inten * Parents_Profession Cross tabulation							
			Parents_Profession				Total
			Professional	Businessman	Service	Social Worker	
Car_inten	Join Arm Forces	Count	0 <sub>a</sub>	1 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	1
		% within Car_inten	0.00%	100.00%	0.00%	0.00%	100.00%
		% within Parents_F	0.00%	2.60%	0.00%	0.00%	1.10%
		% of Total	0.00%	1.10%	0.00%	0.00%	1.10%
	Find a good job	Count	9 <sub>a</sub>	9 <sub>a</sub>	6 <sub>a</sub>	0 <sub>a</sub>	24
		% within Car_inten	37.50%	37.50%	25.00%	0.00%	100.00%
		% within Parents_F	31.00%	23.10%	25.00%	0.00%	25.80%
		% of Total	9.70%	9.70%	6.50%	0.00%	25.80%
	Start own	Count	7 <sub>a</sub>	8 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	15
		% within Car_inten	29.17%	33.33%	0.00%	0.00%	100.00%
		% within Parents_F	21.43%	26.67%	0.00%	0.00%	28.10%
		% of Total	7.50%	8.89%	0.00%	0.00%	16.39%
	business	% within Car_inten	46.70%	53.30%	0.00%	0.00%	100.00%
		% within Parents_F	24.10%	20.50%	0.00%	0.00%	16.10%
		% of Total	7.50%	8.60%	0.00%	0.00%	16.10%
	Go abroad for further education	Count	3 <sub>a</sub>	6 <sub>a</sub>	9 <sub>a</sub>	1 <sub>a</sub>	19
		% within Car_inten	15.80%	31.60%	47.40%	5.30%	100.00%
		% within Parents_F	10.30%	15.40%	37.50%	100.00%	20.40%
		% of Total	3.20%	6.50%	9.70%	1.10%	20.40%
	Join Family Business	Count	0 <sub>a</sub>	1 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	1
		% within Car_inten	0.00%	100.00%	0.00%	0.00%	100.00%
		% within Parents_F	0.00%	2.60%	0.00%	0.00%	1.10%
		% of Total	0.00%	1.10%	0.00%	0.00%	1.10%

(Table Continued...)



	Start business after gaining experience	Count	10 <sub>a</sub>	14 <sub>a</sub>	9 <sub>a</sub>	0 <sub>a</sub>	33
		% within Car_inten	30.30%	42.40%	27.30%	0.00%	100.00%
		% within Parents_F	34.50%	35.90%	37.50%	0.00%	35.50%
		% of Total	10.80%	15.10%	9.70%	0.00%	35.50%
Total		Count	29	39	24	1	93
		% within Car_inten	31.20%	41.90%	25.80%	1.10%	100.00%
		% within Parents_F	100.00%	100.00%	100.00%	100.00%	100.00%
		% of Total	31.20%	41.90%	25.80%	1.10%	100.00%

Parents' (father in particular) profession does influence students in their career choice. Mostly student's will family business will become part of business. With the majority of 53.5% interested in doing business and the other 42.4% interested in entrepreneurial activity having fathers as a businessmen. Not only this even with father working as a professional or in service students are inclined to their own startups 77% and 23% respectively with or without experience.

Table 7  
*Career Intention and Monthly Family Income*

		Cross tab					
Curr_Career	Job		Month_Family Inc				
			5 lac	3-5 lac	1- 3 lac	50,000 - 1 lac	less than 50,000
		Count	3	5	13	5	0
		% within Curr_Career	11.5%	19.2%	50.0%	19.2%	0%
		% within Month_Inc	25.0%	23.8%	34.2%	22.7%	0%
		% of Total	3.1%	5.2%	13.4%	5.2%	0%
	Own Business	Count	5	9	10	5	3
		% within Curr_Career	15.6%	28.1%	31.3%	15.6%	9.4%
		% within Month_Inc	41.7%	42.9%	26.3%	22.7%	75.0%
		% of Total	5.2%	9.3%	10.3%	5.2%	3.1%
	Partnership	Count	4	1	8	4	0
		% within Curr_Career	23.5%	5.9%	47.1%	23.5%	0%
		% within Month_Inc	33.3%	4.8%	21.1%	18.2%	0%
		% of Total	4.1%	1.0%	8.2%	4.1%	0%
	Part Time Job	Count	0	6	7	8	1
		% within Curr_Career	0%	27.3%	31.8%	36.4%	4.5%
		% within Month_Inc	0%	28.6%	18.4%	36.4%	25.0%
		% of Total	0%	6.2%	7.2%	8.2%	1.0%
Total		Count	12	21	38	22	4
		% within Curr_Career	12.4%	21.6%	39.2%	22.7%	4.1%
		% within Month_Inc	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	12.4%	21.6%	39.2%	22.7%	4.1%

We can easily compare that students with income below 3 lacs have high intention towards income persuading income generating activities and setting up business as their prior choice with 46.9%. Partnership is following next with 70.6% in income range of 3 lacs or less which again is a business activity.



Table 8  
*Current Career and Residence*

Curr_Career * Residence Cross tabulation													
			Residence								Total		
			DHA/Clif ton	PECHS	Nazimab ad/North	Gulshan/Gul istan e Johar	F.B Area	Korangi/Land hi/Sharah e Faisal	Malir/Sau dabad/M odel Colony	Saddar/O ld City		Others	
Curr_Ca reer	Job	Count	7 <sub>a</sub>	4 <sub>a</sub>	6 <sub>a</sub>	3 <sub>a</sub>	1 <sub>a</sub>	2 <sub>a</sub>	0 <sub>a</sub>	1 <sub>a</sub>	3 <sub>a</sub>	27	
		% within Curr_Ca reer	25.90%	14.80%	22.20%	11.10%	3.70%	7.40%	0.00%	3.70%	11.10%	100.00%	
		% within Residen ce	25.90%	33.30%	42.90%	15.00%	16.70%	66.70%	0.00%	33.30%	30.00%	27.60%	
		% of Total	7.10%	4.10%	6.10%	3.10%	1.00%	2.00%	0.00%	1.00%	3.10%	27.60%	
	Own Business	Count	8 <sub>a</sub>	3 <sub>a</sub>	4 <sub>a</sub>	7 <sub>a</sub>	3 <sub>a</sub>	0 <sub>a</sub>	3 <sub>a</sub>	1 <sub>a</sub>	3 <sub>a</sub>	32	
		% within Curr_Ca reer	25.00%	9.40%	12.50%	21.90%	9.40%	0.00%	9.40%	3.10%	9.40%	100.00%	
		% within Residen ce	29.60%	25.00%	28.60%	35.00%	50.00%	0.00%	100.00%	33.30%	30.00%	32.70%	
			ce										
			% of Total	8.20%	3.10%	4.10%	7.10%	3.10%	0.00%	3.10%	1.00%	3.10%	32.70%
		Partners hip	Count	6 <sub>a</sub>	4 <sub>a</sub>	1 <sub>a</sub>	5 <sub>a</sub>	0 <sub>a</sub>	1 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	17
% within Curr_Ca reer			35.30%	23.50%	5.90%	29.40%	0.00%	5.90%	0.00%	0.00%	0.00%	100.00%	
% within Residen ce			22.20%	33.30%	7.10%	25.00%	0.00%	33.30%	0.00%	0.00%	0.00%	17.30%	
% of Total			6.10%	4.10%	1.00%	5.10%	0.00%	1.00%	0.00%	0.00%	0.00%	17.30%	
Part Time Job		Count	6 <sub>a</sub>	1 <sub>a</sub>	3 <sub>a</sub>	5 <sub>a</sub>	2 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	1 <sub>a</sub>	4 <sub>a</sub>	22	
		% within Curr_Ca reer	27.30%	4.50%	13.60%	22.70%	9.10%	0.00%	0.00%	4.50%	18.20%	100.00%	
	% within Residen ce	22.20%	8.30%	21.40%	25.00%	33.30%	0.00%	0.00%	33.30%	40.00%	22.40%		
	% of Total	6.10%	1.00%	3.10%	5.10%	2.00%	0.00%	0.00%	1.00%	4.10%	22.40%		
Total		Count	27	12	14	20	6	3	3	3	10	98	
		% within Curr_Ca reer	27.60%	12.20%	14.30%	20.40%	6.10%	3.10%	3.10%	3.10%	10.20%	100.00%	
		% within Residen ce	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
		% of Total	27.60%	12.20%	14.30%	20.40%	6.10%	3.10%	3.10%	3.10%	10.20%	100.00%	



Students residing in areas of Gulshan/Gulistan-e-Jauhar are 51.3% who are in one of the two income generating activity of either owning a business or partnership. 60.3% students residing in DHA/Clifton have also similar interests. Areas like North Nazimanad/Nazimabad are inclined towards partnerships with 23.5%.

Table 9

*Current Career and Family Size*

Curr_Career * Family_Size Crosstabulation							
			Family_Size				Total
			4 or less	5-7	7-10	More than 10	
Curr_Career	Job	Count	7 <sub>a</sub>	18 <sub>a</sub>	1 <sub>a</sub>	1 <sub>a</sub>	27
		% within Curr_Career	25.90%	66.70%	3.70%	3.70%	100.00%
		% within Family_Size	29.20%	26.10%	25.00%	100.00%	27.60%
		% of Total	7.10%	18.40%	1.00%	1.00%	27.60%
	Own Business	Count	7 <sub>a</sub>	24 <sub>a</sub>	1 <sub>a</sub>	0 <sub>a</sub>	32
		% within Curr_Career	21.90%	75.00%	3.10%	0.00%	100.00%
		% within Family_Size	29.20%	34.80%	25.00%	0.00%	32.70%
		% of Total	7.10%	24.50%	1.00%	0.00%	32.70%
	Partnership	Count	3 <sub>a</sub>	12 <sub>a</sub>	2 <sub>a</sub>	0 <sub>a</sub>	17
		% within Curr_Career	17.60%	70.60%	11.80%	0.00%	100.00%
		% within Family_Size	12.50%	17.40%	50.00%	0.00%	17.30%
		% of Total	3.10%	12.20%	2.00%	0.00%	17.30%
	Part Time Job	Count	7 <sub>a</sub>	15 <sub>a</sub>	0 <sub>a</sub>	0 <sub>a</sub>	22
		% within Curr_Career	31.80%	68.20%	0.00%	0.00%	100.00%
		% within Family_Size	29.20%	21.70%	0.00%	0.00%	22.40%
		% of Total	7.10%	15.30%	0.00%	0.00%	22.40%
	Total	Count	24	69	4	1	98
		% within Curr_Career	24.50%	70.40%	4.10%	1.00%	100.00%
		% within Family_Size	100.00%	100.00%	100.00%	100.00%	100.00%
		% of Total	24.50%	70.40%	4.10%	1.00%	100.00%



Students with family size of 5-7 are more into income generating activity during student life have a existing career with 75% into business activity or 70% into partnerships. Students with small family size are also into income generating activities related to entrepreneurship. This trend is not much prevalent in bigger families and is more into jobs as income generation.

Table 10

*Current Career and Working Parents*

Curr_Career * Working Parents Cross tabulation						
			Parents			Total
			Yes	Only father	Only Guardian	
Curr_Career	Job	Count	5 <sub>a</sub>	21 <sub>a</sub>	1 <sub>a</sub>	27
		% within Curr_Career	18.50%	77.80%	3.70%	100.00%
		% within Parents	21.70%	30.00%	25.00%	27.60%
		% of Total	5.10%	21.40%	1.00%	27.60%
	Own Business	Count	8 <sub>a</sub>	23 <sub>a</sub>	1 <sub>a</sub>	32
		% within Curr_Career	25.00%	71.90%	3.10%	100.00%
		% within Parents	34.80%	32.90%	25.00%	32.70%
		% of Total	8.20%	23.50%	1.00%	32.70%
	Partnership	Count	2 <sub>a</sub>	14 <sub>a</sub>	1 <sub>a</sub>	17
		% within Curr_Career	11.80%	82.40%	5.90%	100.00%
		% within Parents	8.70%	20.00%	25.00%	17.30%
			% of Total	2.00%	14.30%	1.00%
Part Time Job		Count	8 <sub>a</sub>	12 <sub>a</sub>	1 <sub>a</sub>	22
		% within Curr_Career	36.40%	54.50%	4.50%	100.00%
		% within Parents	34.80%	17.10%	25.00%	22.40%
		% of Total	8.20%	12.20%	1.00%	22.40%
Total		Count	23	70	4	98
		% within Curr_Career	23.50%	71.40%	4.10%	100.00%
		% within Parents	100.00%	100.00%	100.00%	100.00%
		% of Total	23.50%	71.40%	4.10%	100.00%



71.9% students are into some income generating activity during study life especially business. 36.4% into partnership and this is with relation to working parents.

Table 11  
*Current Career and Parents Profession*

Curr_Career * Parents_Profession Cross tabulation								
			Parents_Profession				Total	
			Professional	Businessman	Service	Social Worker		
Curr_Career	Job	Count	4 <sub>a</sub>	16 <sub>a</sub>	6 <sub>a</sub>	1 <sub>a</sub>	27	
		% within Curr_Career	14.80%	59.30%	22.20%	3.70%	100.00%	
		% within Parents_F	13.80%	41.00%	25.00%	100.00%	29.00%	
		% of Total	4.30%	17.20%	6.50%	1.10%	29.00%	
	Own Business	Count	8 <sub>a</sub>	14 <sub>a</sub>	8 <sub>a</sub>	0 <sub>a</sub>	30	
		% within Curr_Career	26.70%	46.70%	26.70%	0.00%	100.00%	
		% within Parents_F	27.60%	35.90%	33.30%	0.00%	32.30%	
		% of Total	8.60%	15.10%	8.60%	0.00%	32.30%	
	Partnership	Count	5 <sub>a</sub>	6 <sub>a</sub>	5 <sub>a</sub>	0 <sub>a</sub>	16	
		% within Curr_Career	31.30%	37.50%	31.30%	0.00%	100.00%	
			% within Parents_F	17.20%	15.40%	20.80%	0.00%	17.20%
			% of Total	5.40%	6.50%	5.40%	0.00%	17.20%
		Part Time Job	Count	12 <sub>a</sub>	3 <sub>b</sub>	5 <sub>a, b</sub>	0 <sub>a, b</sub>	20
			% within Curr_Career	60.00%	15.00%	25.00%	0.00%	100.00%
			% within Parents_F	41.40%	7.70%	20.80%	0.00%	21.50%
			% of Total	12.90%	3.20%	5.40%	0.00%	21.50%



Students with both working parents and into business are highly like those students are getting into entrepreneurship. 46.7% and 37.5% having business background are likely to take the same as income generating activity during studies. Also the parents with jobs (professionals) also influence working choice while studying with 26.7% into business and 60% into partnerships.

### Discussion

The results of this research show a very strong relationship between dependent and independent variables. We can easily see that the career intention of students are gaining significant rise into entrepreneurship. The total household income is an area that influences the career choices. Where the earning is minimal students will be more prone to pursue income generating activities. The results show a mix of both joining a job, going abroad and earning by setting up business are somewhere on the high level between the household income of 1-3 lacs with 50% correlation. Students falling under major element of starting their own business are the one's generating lower monthly income between 50-1 lac having approximated 30% inclination. The reason for this can be taken as the socio – economic factors that influence the choices of students.

Not only this, the results depicted that more than 50% students in different localities are likely to start their businesses. So residence does have an impact on their career intentions. Working on the demographics we can easily analyze the career intention of students in reference to their locality. The highest correlation is between locality of DHA/Clifton and doing a job. Whereas, students in locality of Gulshan/Gulistan-e-Johar have entrepreneurial intention, once they gain some experience. We can clearly see that other localities are spread through between finding a job, starting own business, going abroad and starting business after experience. Very few selected to join family business or army in areas of Defence and Gulshan. It is evident that entrepreneurial intentions are rising with and without experience in key students residing in DHA, PECHS, Gulshan, Nazimabad and F.B Area.

A very mixed set of responses we get here with highest percentage still supported to business inclination of mid -size family. The larger the family size the more dispersed is the interest of individual across various career choices. We can see that family size between 5-7 is more inclined into jobs as well as entrepreneurship. However the similar size has also other intentions of doing a job and going abroad as well but to a limited level. Family size of 4 or less are more inclined to extremes of either doing a good job or starting business with experience where few want to do business without experience as well and going abroad.

Career intentions are very high having working parents. As literature supports those students whose parents are working and have a certain profession plays a critical persuading factor. Our research finds show positive results too. Students with business background are likely to be businessmen. This supports the earlier question about working parents with father having his own business;



students will follow the path of entrepreneurship. Furthermore, even with father being a professional or in any service, students are positively interested in their start-ups.

### *Income Generating Activity During Student Life and Its Impact on Variables*

Students with various household incomes are currently involved into some income generating activities including job with the highest preferred activity and next being entrepreneurship. You can see partnership is also an option preferred more than part time job. Job and business is more opted by students with family income range between 1-3 lac. At the same time as the highest income of 5 lacs are also towards entrepreneurial activity.

Residence has very important impact on students to have some income generating activity. The highest rank is for the students of more than 50% DHA/Clifton followed by residents of Gulshan/Gulistan-e-Jauhar. They are more involved into income generation through owning business or partnership even part time jobs. The reason for this can be to gain as much exposure into the industry as possible during their student life.

This comparison between family size and current income generating activity reflects that the mid size family range from 5-7 lacs are more prone to doing their own business. This category is highly active into partnership and job as well. As there are quite a number of individuals with a family, getting to business is linked with the career intentions of mid size family to be a financial pillar.

This is correlated with the career intention of students along with income generating activities with having working parents. Major set of students will initially prefer income generating activities whether owning a business or partnership while having working father and then followed by job as an option.

It is interesting to find that students having family business have first preference to job as their income generating activity. This is followed by owning business and getting into partnership.

### **Conclusion**

We can easily come up to our conclusions of students having a variation in career choices due to several influencing factor. Factors range from students has different household income, demographics, family size and parental influence therefore a different outlook towards a more sustained career choice of opting for business. With the current influx of so many students graduating, it is difficult to accommodate everyone through jobs. With developing economies like Pakistan, we have strived to bring in investments and this investment can serve twofold. Leading economy to prosper through investments and also creating job opportunities by these young minds. Engendering students have more income and exposure in comparison to being in a job with limited set of income. Universi-



ties are focusing more and more students to become entrepreneurs and giving them the right set of knowledge and atmosphere to develop their skills. Students start working during their study life not just to be a financial support but to create experiential learning experiences for them by venturing out into small scale entrepreneurial activities. This research is able to show a positive relation between such variables and further research can be conducted on set up of incubators within universities in Pakistan/ and other incubators available to support students and its persuasion effect on the career choices of graduates.

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