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## Entrepreneurship as Students' Career Choice

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### ABSTRACT

Entrepreneurial intentions and career choices cannot be divided. These two things go hand in hand when students want to start or continue a business. However, the emergence of an entrepreneurial culture should be considered when choosing an entrepreneurial career. Initially, this study undertook the idea of entrepreneurial culture as part of influencing the career choices of business and management students. The main objective of this research was to examine entrepreneurial culture's involvement in influencing the career choices of business and management students. In the research process, quantitative analysis was carried out by adopting SEM-PLS using Smart-PLS version 4.0. In the end, calculations and analysis were carried out after sorting out the completeness of the answers from students who volunteered to fill in as many as 38 people. Based on this, it was found in this study that entrepreneurial culture influences career choices by whether there is a mediation of entrepreneurial intentions. On the other hand, entrepreneurial intentions influence career choices independently.

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### Introduction

The phrase about emphasizing theory and neglecting innovation is so relevant to the entrepreneurship curriculum (Zhou & Zhou, 2021). The entrepreneurship curriculum is about soul and knowledge, but practice helps students further their innovative innovation abilities. This innovation further guides them to more expansive and profitable business opportunities (Huang et al., 2022). Since the environment in which businesses operate is inconsistent and unsteady (Fernández-Pérez et al., 2019), innovation is required in their business development. In addition, innovation helps them to be better adaptive to any circumstances. This relates to global environmental demands, technology, and miscellaneous crises (Fischer et al., 2022). One of them is the crisis of mass layoffs or layoffs that have occurred consecutively in a relatively short

period, especially at start-up companies. Noelia & Rosalia (2020) correspondingly stated that most of the start-ups failed and exclusively rare were capable to develop. Lee et al (2018) added that start-ups must innovate adaptive business models and connect them to the market, not solely secure the technology itself. The focus needs to be considered in more detail on the business model, innovation, regulation, and human resources involved (Pramono et al., 2022; Sopjani, 2019).

Honestly, largely start-ups are owned by young entrepreneurs where young workers operate and control them. Broadly articulating, what is known in its management can be said to be challenging. In line with that, the career of being an entrepreneur is completely distinct from other careers, because some higher considerations and risks need to be considered in the process towards success. In addition, a fairly young age is one of the biggest concerns in creating a business. In their research, Zhao et al (2021) furthermore firmly denied stereotypes about young age being the key to entrepreneurial success. However, Adams & Burd (2019) describe the case regarding the management of start-ups carried out by young entrepreneurs which allows them to learn while doing business about many basic things, such as the market, potential client networks, and timeless 'word-of-mouth marketing. In addition, real opportunities show that entrepreneurship is carried out seriously by involving the required variables to achieve good entrepreneurial career success (Chang & Chen, 2020). This makes young subjects, especially students interested and desires a career to become young entrepreneurs.

When they have career thoughts and considerations, it means that students have formed intentions connected to that. They probably have entrepreneurial intentions if they choose to be an entrepreneur. Tomy & Pardede (2020) revealed in their research that entrepreneurial intention is the first step in the process of starting a new business or business. Moreover, research by Mukhtar et al (2021) states that apart from that cultural elements can encourage students to make decisions and choose careers as entrepreneurs. Based on the research results of Mukhtar et al (2021), it is revealed that entrepreneurship affects entrepreneurial intention. Charrón Vías & Rivera-Cruz (2020) support better cultural involvement in entrepreneurship programs. The meta-analysis reveals that culture is one of several factors that influence entrepreneurial intention (Li & Wu, 2019).

Discussion about entrepreneurial culture is nevertheless at a significantly limited stage. This research is relatively new, considering that entrepreneurial culture is an impressive subject but needs to be developed and experimented with for its existence within the scope of entrepreneurship research. Indeed from the perspective of students, they become dynamic objects to be involved in research and development. Research and development of concepts or programs related to themselves, self-quality, and self-development.

## **Literature Review**

### **Entrepreneurial Culture**

Entrepreneurship concurrently with cultural values forms this entrepreneurial culture and could increase national GDP in a complex scope (Fernández-Serrano et al., 2018). This a reasonable thought considering that countries are considering the

number of start-ups and small and medium enterprises supporting the country's economy. Meanwhile, in a smaller scope, the entrepreneurial culture in young individuals provides the ability to think, choose, and decide the details of their future careers. The implications for research by Asimakopoulos et al (2019) suggest that students should receive guidance toward an entrepreneurial culture. The presence of entrepreneurial culture itself could emerge from the people around and inspirational figures according to related fields. Therefore, Danish et al (2019) define entrepreneurial culture as the values, behavior, and abilities of a community or individual

**H1:** Entrepreneurial culture affects career choice

### **Entrepreneurship Intention as Mediating**

Innovation affects rulers, entrepreneurs are innovators (Ahmed et al., 2021), and innovation and prospective entrepreneurs and entrepreneurs cannot be separated. They require to be innovative, responsible, and aware of risks. Ibidunni et al (2021) added that individuals who wish to become entrepreneurs should pay more attention to this. However, things related to entrepreneurship itself can be learned. Duval-Couetil et al (2021) showed in their research that entrepreneurial abilities be developed and enhanced easily, inexpensively, and measurably. For that, the most important thing is when individuals have at least entrepreneurial intensity. The entrepreneurial intention probably does not immediately emerge into actual action in entrepreneurship nevertheless understanding the formation of entrepreneurial vigor is the first step in the entrepreneurial process (Maheshwari & Kha, 2022). Based on entrepreneurship literature, entrepreneurship is a long process full of challenges that begins with the intention of entrepreneurship (Elnadi & Gheith, 2021). The results of Mukhtar et al's (2021) research reveal the influence of entrepreneurial culture on entrepreneurial intentions. In addition, Tomy & Pardede (2020) and Neneh (2020) state that entrepreneurship has become part of the selection of career choices combining the two third variables by supporting entrepreneurship intention as mediation is new research.

**H2:** Entrepreneurial culture affects career choice through entrepreneurship intention

### **Career Choice**

From an economic point of view, entrepreneurs are considered to have a major role in regulating and maintaining business functions to generate company profits, while from a global perspective, they are one of the biggest drivers and potential economic contributions (Dragin et al., 2022). Moving from the perspective and role of the entrepreneur known as a strategic driver in economic and social development around the world (Nguyen., 2021), it is interesting, challenging, and free in the process. The results of Zulfikarijah & Mohyi's (2022) research revealed that one of the factors in career selection is challenge and interest in a particular career. That's why individuals are interested in the entrepreneur profession and consider it one of their

future careers. Li & Wu (2019) and Kaya et al (2019) revealed in their research that there was a link between entrepreneurship and career choice. If traced from previous research, entrepreneurship is one of the future career categories, scilicet being a paid worker or creating jobs. Gujrati et al (2019) stated that students are free to choose a career according to their abilities. Whatever a student's career choice, responsible parties must provide career advice and find ways to support diverse students in pursuing careers, particularly entrepreneurial ones (Gilmartin et al., 2019).

**H3:** Entrepreneurship intention affects career choice

**H4:** Entrepreneurial culture affects career choice

### Method

This research survey model uses a quantitative approach to understand the entrepreneurial culture, entrepreneurial intentions, and student career choices. The research was conducted at the State University in Malang. This has been shown in Figure 1, the influence between variables in research has been proven in previous research and literature, although the intention to enter into a position of entrepreneurship has merely become mediation. Sampling convenience has been applied in this study where it is often adopted in entrepreneurship learning (Mukhtar et al., 2021). In the process, 100 questionnaires were provided which were distributed to all students at the end of 2019 and were filled in voluntarily. Questionnaires were returned and filled in entirely 38 so 38 people were respondents in this study. In general, the study participants were played by male students (55.26%) compared to women (44.73%). Respondents solely focused on management students whom all came from Java.

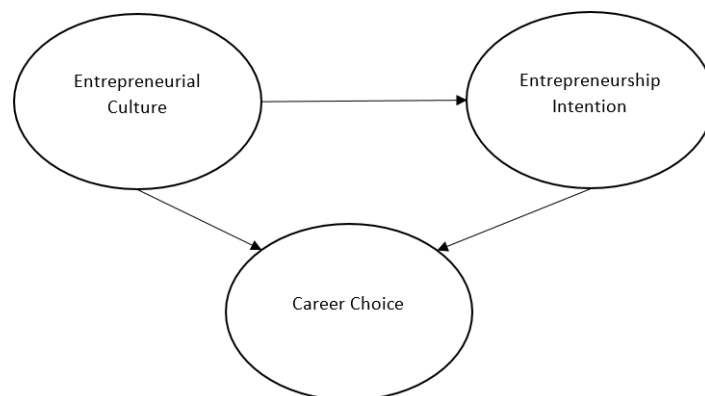


Figure 1. Source: (Mukhtar et al., 2021; Tomy & Pardede, 2020)

This research utilizes research instruments that have been previously developed by Ng et al (2017), Handayati et al (2020), and Mukhtar et al (2021). There are five instruments proxied for career choice, five for entrepreneurship intention, and five indicators for entrepreneurial culture. All survey questions used a five-point Likert scale with a meaning of 1 'strongly disagree' to 5 'strongly agree'. After calculating each variable, it will be processed using Structural Equation Modeling Partial Least Squares

(SEM-PLS) with SmartPLS 4.0. Overall, this study adopted the model belonging to Hair et al (2017) starting from the process of validity, and reliability to hypothesis testing where the assessment examined the outer and inner values of the model. The outer model is intended to test the validity and reliability including convergent validity, AVE (Average Variance Extracted), composite reliability, and Cronbach's alpha. Meanwhile, the inner model that focuses on testing latent variables is seen through the T-statistical value and P-value.

No	Characteristic	Frequency	Percentage
<b>1</b>	Gender		
	Male	21	55.26
	Female	17	44.73
<b>2</b>	Origin		
	Java	38	100
<b>3</b>	Year Class		
	2019	38	100
<b>4</b>	Subject		
	Management	38	100

## Result and Discussion

In the main testing process to test the validity and reliability. In testing convergent validity by looking at the outer/factor loading and AVE values in Table 2 which informs the details of the outer model. From the table, it can be seen that the outer/factor loading values (EC, EI, CC) are between 0.716 to 0.918 after the second run, which means that the variable has fulfilled the convergent validity assessment (Ghozali & Latan, 2015; Hair et al., 2017). The table also shows the AVE value (EC, EI, CC) which is higher than 0.5 so that it supports the receipt of data or is considered valid. Thus, the variables EC, EI, and CC have composite reliability values of 0.900, 0.897, and 0.817 (> 0.70) meaning that these variables complete the criteria for composite reliability.

Table 2. Result of outer model measurement

Code	Variable	Loading	AVE	CA	CR
1	Entrepreneurial Culture (EC)		0.700	0.892	0.900
EC2	I care about learning related to entrepreneurship in practice	0.898			
EC3	I can think creatively	0.906			
EC4	I can think innovatively	0.918			
2	Entrepreneurship Intention (EI)		0.823	0.893	0.897
EI1	I am considering creating a company in the future	0.716			
EI2	I have serious thoughts about starting a company	0.837			
EI3	I will try hard and manage my own company	0.867			
EI4	My ultimate goal is to become an	0.656			

Code	Variable	Loading	AVE	CA	CR
	entrepreneur				
EI5	I will do my best to achieve my goal of becoming an entrepreneur	0.646			
3	Career Choice (CC)		0.563	0.801	0.817
CC1	I plan to pursue postgraduate business studies after I graduate	0.750			
CC2	I have the intention to continue pursuing a qualified professional in the business field	0.879			
CC3	I know my career choice as an entrepreneur	0.900			
CC4	I plan to build a business straight away after graduation	0.802			
CC5	I plan to continue the business after graduation	0.845			

Furthermore, calculations on the inner model process can be seen in Table 3 which shows the T-statistic values of 5,492, 4,546, 11,131, and 4,546 and all P-values of 0,000. Indications have exceeded 1.96 and less than 0.05 so it is considered a positive and significant effect. The findings in this study clearly show the direct and direct effect of the proposed hypothesis. This research confirms that entrepreneurial culture is a culture that is carried within oneself while one is growing up to the present by showing that.

Table 3. The summary of testing results

Hypothesis	Effect	T-value	P-Value	Decision
H1	EC → EI	5.942	0.000	Accepted
H2	EC → EI → CC	4.546	0.000	Accepted
H3	EI → CC	11.131	0.000	Accepted
H4	EC → CC	4.546	0.000	Accepted

Note: EC= entrepreneurial culture; EI= entrepreneurship intention; CC= career choice

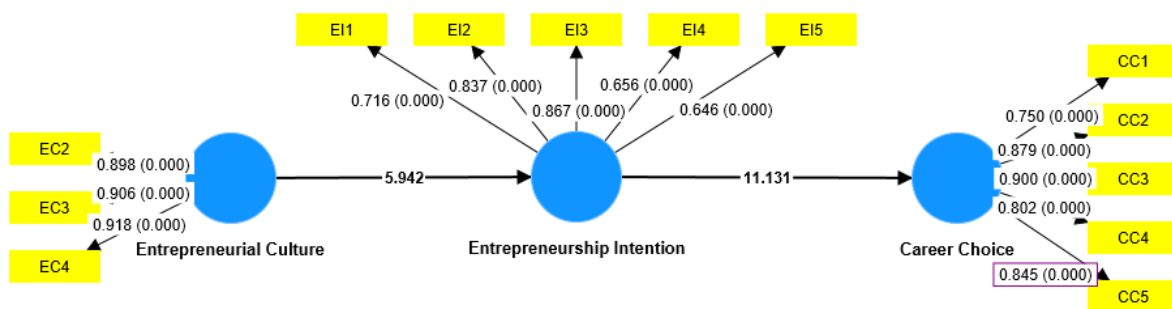


Figure 2. Bootstrapping tested

### Entrepreneurial Culture and entrepreneurship intention

This study shows satisfactory results on the influence of entrepreneurial culture on entrepreneurial intentions supported by the T-statistic value of 5.942 and P-values of 0.000 which meet the standards. This is identical to the results of previous studies, although many researchers detail the indicators separately (Ben Youssef et al., 2021; Danish et al., 2019). Reflecting on these results, entrepreneurial culture is further considered in influencing student entrepreneurial intentions. The intended culture focuses on the individual who owns and is developed by him. Interestingly, after going through calculations and analysis of student entrepreneurial culture, students have an adequate understanding of entrepreneurship because a background with a similar culture makes them have good entrepreneurial values and abilities. In addition, students with a major in management studies show concern and competence through their statements about self-employment culture in theoretical learning and entrepreneurial practice and believe they have creative and innovative thinking skills that can support their entrepreneurial intentions.

### Entrepreneurial Culture, entrepreneurship intention, and career choice

(Abu Bakar et al., 2022) The higher the Entrepreneurship Intention (EI), the more potential students are to have careers as entrepreneurs. Acceptable results from the T-statistic (4.546) and P-values (0.000) indicate a significant influence of entrepreneurship intention as a mediation. However, compared to other direct influences, the mediating value is relatively small so it can be explained that entrepreneurship intention is not required in student career choices. They are completely confident in their entrepreneurial culture in choosing an entrepreneurial career after graduation. On the other hand, when compared to the direct influence of entrepreneurial culture with the help of mediation of entrepreneurship intention in influencing career choice, the value is not much different. This is most possible because these students are used to and familiar with their career choices as entrepreneurs. This is exceedingly possible because these students are familiar with their career choices as entrepreneurs. When they acquire used to something, there is a tendency to do it naturally without realizing it.

### Entrepreneurship Intention and career choice

Entrepreneurial intentions toward career choices show the highest T-statistic (11,131) and P-values (0,000) compared to other influences. There is a need for further discussion about this, entrepreneurship intention directly has more value than being bound as a mediation between entrepreneurship culture and career choices. With a strong entrepreneurial intention in these students. It seems that they are more confident in choosing their careers. The reasonable thing is when they realize their initial intention to make themselves maximize their career as an entrepreneur. They mean no suspicion of being a young entrepreneur. In addition, the career choice of becoming a young entrepreneur cannot be prohibited. Honestly, the younger the individual in preparing for a career as an entrepreneur can be profitable. They perceive setbacks and failures while learning to improve and plan better. In addition, preparing

students to become entrepreneurs can guarantee job opportunities and a better standard of living in the future (Alshebami et al., 2020).

### Entrepreneurial Culture and career choice

In the research, the calculation and evaluation show an impressive result because of the presence or absence of a consistent mediating variable. Entrepreneurial culture can influence students' career choices as entrepreneurs. Through stable results, entrepreneurial culture seems to have attached itself to students so that they are not aware of its existence and can encourage their career choices in the future. On the bright side, with an entrepreneurial culture, it is easier to understand their career choices where an entrepreneurial career is satisfactory.

### Conclusion

Students with a strong level of entrepreneurial intention direct them in choosing entrepreneurial career choices and career decisions they want to live in the future. In particular, their career choice is to become an entrepreneur. Antithetical to other careers, the choice of an entrepreneurial career is complete with challenges and temptations, even though they are familiar with this type of career. If they don't continue to hone their skills and are encountered with direct circumstances, they can stagnate themselves and their business. This is a substantial reason to continue to foster a good entrepreneurial culture while increasing entrepreneurial competence. Compared to other jobs, in reality, working as an entrepreneur is entirely challenging to do. This is not compared to the better one, but choosing a career to become an entrepreneur requires great responsibility because most of the process is carried out by individuals or several individuals to empower people.

### Limitations and future research potential

The limitations of this research are the resources that do not specifically and intensely discuss entrepreneurial culture. Thus far, the support provided through literature reviews is as long as culture in general. Simultaneously, entrepreneurship is not solely a subject that must be passed. Furthermore, entrepreneurship can increase social stability and promote sustainable economic development (Shi & Wang, 2021). Adding external factors in the future study requires to be assessed, such as government regulations, the role of institutions in policies, curricula, and programs, as well as organizational culture in the future study requires to be assessed. This is because this study merely considers entrepreneurial culture as a factor that influences entrepreneurship intention and career choice. In addition, the role of mentors or career consultants and researchers who provide guidance and advice to students has a good effect by increasing their confidence and reducing negative feelings that arise over doubts about creating a business (Dragin et al., 2022; Wright, 2017).

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