

BEHAVIORAL INTENTIONS TOWARD ENTREPRENEURSHIP AMONG IMMIGRANT AND NON-IMMIGRANT COLLEGE STUDENTS

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Abstract

The question of what factors separates college students with entrepreneurial intentions from college students without entrepreneurial intentions has been the subject of many studies (Scuotto & Morellato, 2013). Insights into this issue enables faculty to better design entrepreneurial-based courses within the marketing curriculum to satisfy the educational needs and desires of students, improve student retention and satisfaction rates (DECA Inc., 2013) and serve the economic and employment needs of society (Consortium for Entrepreneurship Education, 2004). One determining factor leading to entrepreneurial intentions may be immigrant background as data has shown how immigrant entrepreneurs have risen in the United States. According to Pagliery (2012), immigrants formed 28% of all new firms in 2011. Moreover, immigrants are twice more likely to engage in new business development than individuals who are born in the United States (Pagliery, 2012). To explore if there are significant differences between individuals with an immigrant background versus individuals with a nonimmigrant background, we use Ajzen's (2012; 2006) theory of planned behavior to investigate behavioral intentions toward entrepreneurship. Therefore, the purpose of this research is to add empirical evidence to the discussion of higher education integrating entrepreneurial courses into the marketing curriculum by using the theory of planned behavior to investigate entrepreneurial behavior intentions among college students.

Methodology

Sample and Procedure

To distinguish between college students with an immigrant versus non-immigrant background, immigrant college students were operationalized as being born outside the United States, while non-immigrant college students were operationalized as being born in the United States.

An online pre-test survey was conducted between March 2013 and September 2013, where students enrolled in undergraduate marketing courses at a university located in Southwest Oklahoma were asked to participate. Students were recruited via email by their professors to participate. At the end of the online survey, students were provided a web link that directed them to a new and separate survey where they would submit their name. This process was taken in order to prevent the researchers from matching survey data to the participant's name, maintaining anonymity of participants. One hundred seventy students participated in the pre-test.

Upon data analysis of the pre-test survey, the researchers will refine the survey to create a confirmatory study. Data collection will be conducted through a marketing research firm's online panel to reach a sample size of 150 college students (e.g. 75 college students with an immigrant background and 75 college students without an immigrant background).

Conclusion

This study's quantitative research findings will provide a better understanding on the factors that drive two distinct groups of students to become entrepreneurs. Through this study, the researchers aim to provide direction to marketing faculty who want to integrate entrepreneurship courses into the marketing curriculum by shedding light on how the variables of the theory of

planned behavior could explain behavioral intentions toward entrepreneurship among immigrant and non-immigrant college students.

References Available upon Request