Role of Vocational IT/ITES Education in Developing Entrepreneurial Tendency among 9th to 12th Students: An Empirical Study of Rajasthan State

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Abstract

Objectives: To empirically explore the role of vocational IT/ITeS education in developing the entrepreneurial tendency among 9th to 12th students in the Rajasthan state.

Methodology: The present paper is quasi experimental in nature in which cross-sectional data were used. A sample of 263 students was considered. The responses were captured on a five-point interval scale ranging from "5=Strongly Agree to 1=Strongly Disagree". Mean Score and Multiple Regression Analysisto determine the cause-and-effect relationships between the exogeneous and endogenous variables.

Findings: The study concludes that vocational IT & ITeS education help the students to learn about digitalization, innovations, novel ways to market the product, effective communication, which significantly increases the overall knowledge and competence of the students in entrepreneurial innovations, product quality and service. Hence, IT & ITeS education plays a significant role in developing entrepreneurial tendency among 9th to 12thstudents. All the alternate hypotheses were accepted.

Novelty: This paper explores one of most prominent outcomes of the education i.e., entrepreneurship. Such an area has not been explored much. The research establishes that there is a significant contribution of Vocational Education in developing the entrepreneurial tendency in the students.

Keywords: Entrepreneurship, Entrepreneurial tendency, Entrepreneur, Vocational Education

1. Introduction

Entrepreneurship can be defined as the task of creating value. Entrepreneurship is the task of building and running business ventures. The people who create these business ventures are known as entrepreneurs. The business may vary from small scale to large scale but what remains common among all of them are the activities involved in entrepreneurial action. The word entrepreneur is derived from the French verb 'entreprenerd' meaning 'to undertake'. Hence, entrepreneurship involves all the activities that an entrepreneur undertakes to build, organize, manage, and successfully run abusiness. Beginning from launching a product or service, to gathering funds, hiring help, taking legal and technological guidance an entrepreneur must undertake an array of activities. Despite so much effort, success is not guaranteed in many cases. Hence, most people resort to working for others in a safe environment with security of job.Importance of entrepreneurship: Entrepreneurship generates wealth. Entrepreneurship is necessary as it generates employment. Running a successful business is not a one-person job. It takes several people to run even small businesses. Entrepreneurship also helps in providing simple and innovative solutions to complex problems. It improves people's standard of living by proving new and improved products or services. Last but not the least, it increases research and innovation and helps in building and strengthening economy.Entrepreneurial tendencies: There are certain qualities that make some people different from others. Developing, what's called a start-up is not an easy task. Certain people succeed than others because of certain qualities possessed by them. For example, risk management.Entrepreneurs must take a lot of risk when it comes to building a business. Entrepreneurs must be confident and courageous. Most businesses are successful only if they provide innovative goods and services to people at an affordable cost. Hence, an entrepreneur must be innovative and well versed with technology to make a mark. Leadership qualities, being a visionary, to be open-minded and flexible are certain other qualities necessary for entrepreneurs to be successful at their ventures. Entrepreneurial tendencies can be innate but most importantly they could be harnessed too [1].

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Entrepreneurship development is the process of enhancing the entrepreneurial acumen of people. It basically means to hone the ability of people in order to pursue entrepreneurship. It can be done by increasing their skill set and knowledge by providing properly researched training programs or courses designed to build the entrepreneurial insight. The present study shall focus upon how IT and ITeS training can help in building entrepreneurial tendencies among students. Students are more control oriented. However, they lack un tolerance to uncertainty. Various factors like age, gender, level of education, work experience etc have a role on entrepreneurial intention among students. In general, males are better at risk taking and handling uncertainties than females.

IT and ITeS industry in India: Information Technology and Information Technology enabled services is a fast-growing industry in India. Information Technology involves creation, management, storage, and transfer of data via various methods. Almost all the industries beginning from Healthcare industry, education, science, communication, banking or marketing make use of Information Technology services. The industries that utilize Information Technology to provide quality services are then referred to as Information Technology enabled services ITeS.

Role of IT and ITeS training in building entrepreneurial tendencies: Information Technology sector improves the quality of services. It is aimed at building and developing the digital skills of people which is important for running businesses. Technology can help in running businesses smoothly in a number of ways. It builds stronger communication between the people of an organization or between the organization and the stakeholders. It also helps business groups to research the new market trends, understand the public demands better and research on already existing data to make informed decisions on how to further their businesses. One of the most important advantage of technology is that it allows businesses to connect with millions of people round the globe faster than any other means. It helps in faster advertising.

In a study conducted to understanding the relationship between Entrepreneurship Education and Entrepreneurial Intentions of University students in Indonesia. A questionnaire was prepared by the researchers for the students of a private university with emphasis on entrepreneurship education. The survey was designed in a way that it measured the entrepreneurial intention of students. The study showed that students have a role in shaping students entrepreneurial Intentions of students. The study concluded that the students who took entrepreneurial Classes were more likely to start their own businesses. The study also found disparities in students' perspective about entrepreneurial education based on gender [2]. In their research on the Impact of Entrepreneurship Education in Higher Education showed that weakness in Entrepreneurship Education impact students a lot.

However, there are ways to move forward. It involves stronger research and an up-to-date education, improving the teaching methodology and understanding and researching about the role of entrepreneurship education and its effects in practice.

The research contemplated that entrepreneurship has a great impact on the increase in the Gross domestic product (GDP) of a country. It also tried to examine if importance of entrepreneurship varies from country to country, low income to high income country or not. The research concluded by indicating that high entrepreneurial tendencies are linked to positive growth in the GDP of high income countries while a negative impact was seen on middle to low income countries [3].

The paper is aimed at understanding the street the beginning and the journey of entrepreneurship in India. It focuses on the role of women entrepreneurs and how far India has come in this journey. Entrepreneurship is dynamic for the economy. It generates a lot of wealth. Not just for a particular entrepreneur but also for the related business. According to their research, Entrepreneurship is important for economic growth. It can only be achieved with innovation and hard work [4].

Ina research on the ongoing trends in the Entrepreneurial education in India. It also emphasized on the need for Entrepreneurial Education and how it may help in building successful entrepreneurs. It also stressed upon the importance of Vocational Education, managerial training, economic awareness, etc. in economic development. It said that entrepreneurship education must be made compulsory for school students and a number of professional, advanced and Vocational courses must be introduced at different levels of University [5].

The significance of Entrepreneurship education and the trends observed in England. The research was aimed at students of age groups 14-19. It stressed upon the importance of building a curriculum that can impart the necessary skills to students. They suggested various things that can be included in entrepreneurial learning process so as to make a proactive entrepreneurial education system [6].

An author conducted a study on Entrepreneurial Orientation among the Indian Youth. Traditional Indian education system has severely discouraged the Youth from pursuing entrepreneurship or building their own enterprises. However, there has been research in this field and efforts have been made to impart education that can make the environment entrepreneur-friendly. The study compared the students of the US and India and surprisingly finds that Indian Youth had higher interests in venturing into new enterprises than the Youth of the States. Hence, business schools must design their curriculum in such a way that it provides the Youth with enough technical and practical knowledge to think about starting their own enterprises [7].

An study suggested that entrepreneurial education can have a great impact on the attitude of students towards entrepreneurship. It also said that family background and personal characteristics of students are very important Factors that determine whether the students would want to begin new Enterprises or not. It was also aimed at understanding the influence of gender upon entrepreneurial intentions instudents [8]. The study showed that entrepreneurial intentions of males were significantly higher than *Copyrights @Kalahari Journals Vol. 6 (Special Issue, Nov.-Dec. 2021)*

that of females. The ability to conduct successful Enterprises was strictly dependent upon the graduation choices of students. Lastly it suggested That entrepreneurial education must not be restricted to students of Business schools but must be promoted in all spheres of education.

The study observed the challenges and roles of the schools in promoting entrepreneurship education in India. It inspected the current programs in India that focus upon entrepreneurship education and also try to understand the challenges faced by the entrepreneurship industry in India. Lastly it suggested some ways in which entrepreneurial education can be promoted. It also emphasized upon the role of government in enhancing the entrepreneurial education in India [9].

In aresearch, the focus was upon Entrepreneurship Education in Vocational Schools. The research showed that current Entrepreneurship education is focussed upon teaching the theory of entrepreneurship that forming values and skills and related curriculum. Research shows that aspects of creativity, attitudes towards risk, responsibility and leadership are still low in the current system [10].

The research contemplated various entrepreneurship education practices in Technical and Vocational Education and Training Institutions. The study showed that Technical and Vocational Education and Training (TVET) And Entrepreneurship education Have a positive relationship with each other. A survey was conducted in which it was revealed that students pursuing this course Were more inclined to Begin their own Enterprises. However due to the lack of platform and resources they were unable to do so. The findings also indicate that TVET institutions have great Opportunity In providing the adequate entrepreneurship education if they utilizeand understand the current data [11].

In a research, author investigated the information technology and Information Technology enabled services sector. The study was aimed at understanding the factors that have led to the success of this sector in our country. The is research isnecessary from the point of view of understanding the importance of the IT-ITeS sector in entrepreneurship and how it can be exploited for building successful enterprises [12].

An author conducted a research upon the new avenues of Entrepreneurship and Information Technology Revolution in India. IT and ITES entrepreneurs have successfully brought economic growth in the country. They have done so by providing innovative products and solutions, engineering services and research and development. The current research was aimed at understanding the growth and importance of IT and ITeS sector as an emerging field in entrepreneurship. The research undertook the various IT industry giants running successful businesses in India. Beginning from Tata Consultancy Services, Wipro, Infosys to HCL, these giants have not just brought wealth to our country but also provided employment to the masses. It has made India one of the most sought after IT service providers in the world. Even the government of India is making efforts to strengthen thisfield and improve the status ofeconomy [13].

A research was conducted in order to understand the relationship between Entrepreneurship and Vocational Education in India. It tried to understand how Vocational Education develop the right competencies among students and improves entrepreneurial tendencies among Students. It included the view of teachers and students in the current Entrepreneurship education trends. It lastly provided recommendations for the promoting entrepreneurial competencies in education. It focussed upon how the curriculum must be designed and entrepreneurship oriented courses must be established to promote entrepreneurship in India [14].

In a research based on Technopreneurship and the development of IT and ITeS industry in India. It stressed upon the importance of IT and ITeS sector in all sectors of economy in their data handling abilities. IT and ITeS industry has immense ability to bring economic prosperity to the nation. It is currently required to reinvent itself and utilise various different business models to bring more fortune to India [15].

Technopreneurship simply refers to Technology entrepreneurship which indicates the enormous potential of the IT and ITeS sector in partnering with existing global IT corporates and increase business in India.Technopreneurship in terms of Technology, Innovation and Entrepreneurship. Technopreneurship is involved with providing high technology product or service and making huge profits. Technopreneurship is a process thatdevelops student's minds in a way that it can lead to innovative discoveries that can be marketed. In order to promote Technopreneurship, universities need to build self development programs and training programs induce strategic thinking among students. It is important for students to be imparted with both technical and Business skills in order to be successful technopreneurs. Hence, Entrepreneurial skills must be imparted to students from the school age only and further at the University level to harness the best assets of the country [16].

An aim of the research was tounderstand the development of Entrepreneurial tendencies by imparting vocational education. All major institutions across the world focus upon preparing the students in a way that they are equipped with the technical knowledge to pursue job prospects tomorrow. However, very few are focussed upon harnessing the entrepreneurial tendencies of students so that they too can successfully build business. The present study shall focus upon how vocational education can be used as a tool to impart entrepreneurial tendencies among students. Vocational training programs induce strategic thinking among students. It builds stronger skills and thus prepares manpower that can run enterprises. However, the true potential can only be harnessed by the support of government both monetary and infrastructural. The research identified the various challenges entrepreneurs face and thus suggested certain solutions that can be utilised to promote entrepreneurialintentions [17].

An author conducted a research on the role of Entrepreneurship educationamong students of Vocational Education. It aimed at understanding the entrepreneurial intentions of students. The findings indicate that vocational education has a positive impact on Entrepreneurial Intentions and entrepreneurial mind-set of students. The study highlighted that the teachers must enhance their competence especially in the field of Entrepreneurship education. More in-house training and certificate programs must be established for students to develop their entrepreneurial mind-sets. A positive correlation between entrepreneurial mind-set and

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entrepreneurial intention was observed. Therefore, it was concluded that providing the right education does motivate students to pursueentrepreneurship [18].

The research indicates that Entrepreneurial skills and entrepreneurial tendencies among students are linked to one another. The study was aimed at understanding the depth of this relationship. The study suggested various strategies that can be adopted to enhance entrepreneurial tendencies among Students. Reading case studies, brainstormingideas, team work etc. are imperative to build entrepreneurial tendencies. It also concluded that Entrepreneurial self competency is not always an innate characteristic but can also be achieved or harnessed later in life [19].

The research was aimed at understanding the entrepreneurial tendencies of students. It also aimed at understanding the difference in entrepreneurial tendencies of students based on different characteristics like age, gender, class, parent's occupation etc. Even though all students irrespective of the above characteristics were found intolerant or less tolerant to uncertainty of the entrepreneurial profession, a significant difference was found between the gender in the dimensions of innovation, risk management, and tolerance to uncertainty. Mother's occupation was a decisive factor in entrepreneurial intention among students while father's occupation had a little to no role in that. The research suggested that encouraging entrepreneurship in different sectors of education can help students in developing themselves better, provide innovative ideas, generate employment and wealth for the country [20].

2. Objective of the Study

- 1. To find different roles of Vocational IT and ITeS Education in Developing Entrepreneurial Tendency among 9th to 12thStudents.
- 2. To find the significance of Vocational IT and ITeS Education in Developing Entrepreneurial Tendency among 9th to 12thStudents.

3. Research Methodology

The present paper is quasi experimental in nature in which cross-sectional data were used. A sample of 263 students was considered. The responses were captured on a five-point interval scale ranging from "5=Strongly Agree to 1=Strongly Disagree". The data were collected with the help of the structured questionnaire which contained variables pertaining to various variables contributing to the entrepreneurial effectiveness through IT & ITeS education. Mean Score and Multiple Regression Analysisto determine the cause-and-effect relationships between the exogeneous and endogenous variables.

4.Findings of the Study

4.1 Demographic Profile of the Respondents:

The demographic profile was analyzed for all 263 respondents. It was observed that 57.4% are boys and 42.3% are girls. Among them 56.7% belongs to the age group of 14-16 years and rest 43.3% are from 16-18 years of age group in which 52.9% are from $9-10^{\text{th}}$ standard and 47.1% are from $11-12^{\text{th}}$ standard [Table 1].

Variables	No. of respondents	Percentage	
Gender			
Boys	151	57.4	
Girls	112	42.6	
Total	263	100	
Age			
14-16 years	149	56.7	
16-18 years	114	43.3	
Total	263	100	
Standard			
9-10 th Standard	139	52.9	
11-12 th standard	124	47.1	
Total	263	100	

Table 1 Demographic profile of the respondents

Role of Vocational IT and ITeS Education in Developing Entrepreneurial Tendency was analyzed with the help of mean score andmultiple regression analysis [Table 2]. It is seen that Vocational IT and ITeS Education Develops student's minds in a way that it can lead to innovative discoveries that can be marketed with mean score 3.61 and Students learn that technology allows businesses to connect with millions of people round the globe faster with the mean score 3.84. Vocational IT and ITeS Education Aims to build and develop digital skills in students which is important for running businesses with the mean score 3.81. It is also

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found in the table that Vocational IT and ITeS Education teaches that the technology helps in faster advertising which is important in entrepreneurship with the mean score 4.01 and Students started learning to research the new market trends, understand the public demands better with the mean score 3.85, Students learn to communicate with people of an organisation or with the organisation and the stakeholders with the mean score 3.63. By Vocational IT and ITeS Education, Students started believing that Technology can help in running businesses smoothly with the mean score 3.76 and they realize that Information Technology sector improves the quality of services which is important to be a successful entrepreneur with the mean score 3.97 and they say that there is a significant Role of Vocational IT and ITeS Education in Developing Entrepreneurial Tendency with the mean score 3.94.

4.2 Mean Score Analysis for Role of Vocational IT and ITeS Education in DevelopingEntrepreneurial Tendency

Table 2 Role of Vocational IT and ITeS Education in Developing Entrepreneurial Tendency

SI.	Role of Vocational IT ITeS Education	Mean
No.		score
1.	Develops student's minds in a way that it can lead to innovative discoveries that can be marketed	3.61
2.	Students learn that technology allows businesses to connect with millions of people round the globe faster	3.84
3.	Aims to build and develop digital skills in students which is important for running businesses	3.81
4.	Vocational IT and ITeS Education teaches that the technology helps in faster advertising which is important in entrepreneurship.	4.01
5.	Students started learning to research the new market trends, understand the public demands better	3.85
6.	Students learn to communicate with people of an organisation or with the organisation and the stakeholders	3.63
7	Students started believing that Technology can help in running businesses smoothly	3.76
8	Information Technology sector improves the quality of services which is important to be a successful entrepreneur	3.97
OV	Role of Vocational IT and ITeS Education in Developing Entrepreneurial Tendency	3.94

4.3 Analysis of Multiple Regression

While measuring the impact of Role of Vocational IT and ITeS Education in Developing Entrepreneurial Tendency 8 independent variables and 1 dependent variable were considered. The dependent variable was named as - "Role of Vocational IT ITeS Education in Developing Entrepreneurial Tendency" [Table 2, 3 and 4]

Table 3 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884 ^a	.782	.775	.37764

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The Value of adjusted R square is 0.775, which means that the model explains around 77% of the variation. Table 4 shows the values of ANOVA, which is significant (sig. value below 0.05) which reflects the impact of independent variables is significant on dependent variable.

Table 4 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	129.922	8	16.240	113.880	.000 ^b
1	Residual	36.223	254	.143		
	Total	166.144	262			
-		Role of Vocationa	al IT ITeS E	ducation in Dev	veloping Ent	repreneuria
Tendeno	с у					
	•	nt), VAR00007,	VAR00006	, VAR00003,	VAR00038,	VAR00002
VAR000	030, VAR00032,	VAR00031				

Table 4 presents the value of ANOVA and F value. The value in the significance column of the table 4 is .000 which means that one or more variables are significant on dependent variable. The impact of independent variables on dependent has been explained in the table 5.

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		В	Std. Error	Beta		
	(Constant)	.209	.161		1.297	.196
	VAR00002	066	.031	079	-2.119	.035
	VAR00003	.061	.031	.067	1.954	.052
	VAR00030	.345	.048	.361	7.145	.000
1	VAR00031	.256	.057	.271	4.508	.000
	VAR00032	.178	.053	.186	3.329	.001
	VAR00006	.047	.034	.050	1.372	.171
	VAR00038	.010	.032	.010	.294	.769
	VAR00007	.127	.045	.127	2.831	.005

Table 5 Coefficients^a

Table 5 shows that out of 8variables, 6 variables namely Develops student's minds in a way that it can lead to innovative discoveries that can be marketed, Students learn that technology allows businesses to connect with millions of people round the globe faster, Aims to build and develop digital skills in students which is important for running businesses, Vocational IT and ITeS Education teaches that the technology helps in faster advertising which is important in entrepreneurship, Students started learning to research the new market trends, understand the public demands better and Information Technology sector improves thequality of services which is important to be a successful entrepreneur are the significant roles of Vocational IT and ITeS Education that Develops Entrepreneurial Tendency and 2 variables namely Students started believing that Technology can help in running businesses smoothly and Information Technology sector improves the quality of services which is important to be a successful entrepreneur are not significant role of Vocational IT and ITeS Education that Develops Entrepreneurial Tendency and 2 variables namely Students the quality of services which is important to be a successful entrepreneur are not significant role of Vocational IT and ITeS Education that Develops Entrepreneurial Tendency among 9th to 12thStudents.

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5. Conclusion

Technology and entrepreneurship appear to be like a match made in heaven. It had never been so easier for entrepreneurs to launch and run business on the online platform so successfully. With the wealth of information on social media, entrepreneurs can gain insight into the market and learn about the demands, understand the supply-chain management system, find quicker ways to connect with people and stay relevant for a longer time. Information Technology and Information Technology enabled services have a lot of potential for growth especially for a developing country like India. The need of the hour foe this industry is to reinvent itself, partner with big global business conglomerates and enhance it's efficiency. IT service in India are one of the most sought after industry which has applications in almost all sectors of economy. Hence, education concentrating upon Entrepreneurship must be imparted to students from a young age so that they can be equipped with both business and technical skills in order to be successful entrepreneurs. Apart from the role of IT and ITeS industry, the present paper also analysed several personal variables responsible for entrepreneurial tendencies among students. It indicated that men are more likely to be entrepreneurs because of their high risk management abilities and ability to deal with the uncertainty of the work. Other variables like education, family background, income etc. Were also broadly analysed. It could be concluded that Entrepreneurial acumen can be easily harvested by promoting Entrepreneurship-oriented education from a young age to students. Entrepreneurship holds immense potential and is a life saver for developing economies like India. The study concludes that there are so many different roles of Vocational IT and ITeS Education in Developing Entrepreneurial Tendency among 9th to 12th Students as it Develops student's minds in a way that it can lead to innovative discoveries that can be marketed, Students started learning to researchthenewmarkettrends, understandthepublic demands better, Vocational IT and ITeS Education teaches that the technology helps in faster advertising which is important in entrepreneurship and Aims to build and develop digital skills in students which is important for running businesses. Therefore it is seen that there is a significant role of Vocational IT and ITeS Education in Developing Entrepreneurial Tendency among 9th to 12thStudents.

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