Chapter 2
E-Entrepreneurial Intention of Business Students:
E-Entrepreneurial Intentions Through EAO model

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ABSTRACT

The market statistics have shown that business graduates are increasing day by day and on the other hand, their interest toward 3G and 4G is rising as well. By observing the current trend, the authors of this chapter tried to merge the business studies effect with the interest of online businesses, thus, the business graduates can create the bundle of job opportunities in the market. The purpose of this chapter is to explore the entrepreneurial attitude model (EAO) in predicting business intentions of the students. The data was collected from the top business schools. The results showed that EAO model can work for creating business intentions among business graduates.

INTRODUCTION

The introductory chapter presents the detail on research background, gap analysis, problem statement, research questions, objective and significance of the study. This chapter will help the readers to fully understand the nature of the problem on the basis of the research background.

BACKGROUND OF RESEARCH

Schaper and Volery (2004) describe Entrepreneurship as the exceptional way to improve economic well-being of any society. Its generate job opportunity for the labor and also wealth creation for the society (Gurol, et al., 2006). Muller and Halter (2008) also describe entrepreneurship as the most vital element for the better health and performance of the economy due to its innovative means of doing business. Innovative means include information & communication technology is the modern means of doing business.

After the enormous takeover of information technology, people around the world are being able to run a business through using mean or different mean like Twitter, online exchange sites. Most of the companies are using different websites to advertise their services (Mao & Wang, 2006). Use of social network is also becoming important in Pakistan with the advent of increasing number of internet users (Ahmed & Diesner, 2012). Facts highlighted by Alexea (2010) point out that the number of internet users in Pakistan has been increasing. However, Pakistani youth having more intention of using the internet because of low and easy cost access (Nawaz, 2012).

Scott (1986) concludes that global entrepreneurship can act as a progressive attribute for any business industry. The online mode of doing business is a quite new theme in the developing countries like Pakistan rather than in European ones (Khan & Bawden, 2005). Shahzada (2006) in his study revealed that during 1990 – 2010 and onwards government of Pakistan has been taking many initiatives like starting of online education as well as information technology-based universities to ensure the online environment. Regardless of this Pakistani government are providing exemptions for exporters of software and computer equipment.

Similarly, web advancement has changed the way of doing business which is known as E-entrepreneurs defined by Tarres (2009) as they run their business by relying on information technology. Kolveried (1996) conclude that student's intention to becoming e-entrepreneur is increasing day by day. Venessar (2005) conducted a research on university students and found that they have more intention of becoming e-entrepreneur.

Kolbre et al., (2005) highlight that students have the intention, but no motivation to start the business that's emerged the need to study the student attitude toward e-entrepreneurial intention. Hannan, Hazlett & Leitch (2006) indicate that the attitude of undergraduates' need to be targeted in order to increase e-entrepreneurial intention, therefore, an improved understanding on attitude toward using information-technology in entrepreneurial aspect is required.

Ahmed and Diesner (2012) findings illustrate that Pakistani youth have increased internet usage rate of 10.9% to 29.1% which can give rise to increase the number of potential e-entrepreneurs. The present study focuses on business students as they have more potential to become entrepreneurs (Basu, at al., 2008). Fueglistaller, et al., (2012) also describe that undergraduates have more innovation power and self-employment competencies which can help them to become e-entrepreneur.

Gap Analysis

Krueger et al., (2000) report that much of the research on entrepreneurial intention conducted in industrial nations rather than in the developing countries. That helps the researchers to study more new aspects (e-entrepreneurs) in the under-developing countries. Powell (2009) reports that the emergence of online social networks has changed the life of people and they are switching toward the online portals for different purposes.

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