

A STUDY ON PERCEPTION TOWARDS SUSTAINABLE APPROACHES AND INNOVATION IN ENTREPRENEURIAL HIGHER EDUCATION AMONG M.COM STUDENTS OF KALYAN AND DOMBIVLI REGION, THANE DISTRICT

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ABSTRACT

The Earnest need of the present era is very competitive and ever demanding. Mankind run behind for his future monetary desires and sustainability for good life. Earning through employment is better than earning through self-owned business with dignity, respect, status and financial soundness. This research paper sheds light on significance of entrepreneurial higher education, importance of entrepreneurs for the Indian economic development and its innovative trends in current era. Every country wants to strengthen their economy on the ground of social relation, finance, knowledge, technology, innovation, factors of production and creative mindset of young generation.

Researcher had used descriptive research design and method used for the research was simple random sampling method. Raw information, facts and figure were collected from both the sources i.e. primary sources as student's view and secondary sources as available e-library and literary knowledge. Researcher had made structured questionnaire consisting of 15 items in a test and conducted a survey study on 100 M.com final years – Business management students of post graduate degree colleges affiliated to University of Mumbai in thane district. Data were analysed using SPSS software. The finding and conclusion of the study will be beneficial for Teacher Educators, Student-Teachers, Teachers, Principal, Stakeholder, Administrator, Management and higher education authorities for strengthening and promoting youth entrepreneurship, new innovation and related policies in this field and entrepreneurial higher education for the educational development of India.

Keywords: *Entrepreneur, Entrepreneurial Higher Education, Innovation, Sustainable Economic Development.*

INTRODUCTION

Entrepreneurs are the catalyst for generating and increasing the monetary/economic condition of the country. Higher education helps in enlarging the perspective of aspiring youth by constructing the mind set of students towards the fulfilment of demands requiring by the economy. Higher education helps in channelizing youth towards focused knowledgeable centred and e-commerce society.

Entrepreneurial higher education must be designed to empower staff and students to demonstrate venture, innovation and creativity in research, teaching and pursuit and use of knowledge across boundaries. Promotion of entrepreneurial higher education can students to learn about sustainable business engagement initiatives that will helps any country's economy to reinforce its social relation, finance, knowledge, technology, innovation, and other factors of production and creative mindset of young generation.

Entrepreneurs have a mindset that sees the possibilities rather than the problems created by change.

- **J. Gregory Dees**

Engrossing entrepreneurship and its related activities are the most important and current goal of the nation which requires supports from higher education. Entrepreneur plays as an opportunist who takes sustainable decision to transform his vision, mission, objectives, goals and leadership skill to create financial, economical, social, moral and cultural values among the people of the society. In an entrepreneurial and

innovative higher education - the institutions, corporate, teaching, research, ngo's and societal engagement are entangled together.

DEFINITIONS

1. Harvard Business School professor Howard Stevenson

"Entrepreneurship is a quest for opportunities beyond the resources currently controlled."

2. G.N. Konstantinov and S.R. Filonovich

"An entrepreneurial university is a higher educational institution that systematically makes efforts to overcome limitations in three areas – generating knowledge, teaching and transforming knowledge into practice - by initiating new activities transforming the internal environment and modifying interaction with the external environment".

OBJECTIVE OF THE STUDY

1. To study the perception of students regarding Entrepreneurship.
2. To identify the sustainable and innovative approaches in Entrepreneurial higher education.
3. To analyse the significance of Entrepreneurial higher education.
4. To determine the importance of entrepreneurs for the Indian economic development.

HYPOTHESES OF THE STUDY

1. A) H₀ – There is no significant relationship between Student's perception and entrepreneurial higher education.
- B) H₁– There is a significant relationship between Student's perception and entrepreneurial higher education.
2. C) H₀ – There is no significant relationship between Students entrepreneurial perception and Gender.
- D) H₁– There is a significant relationship between Students entrepreneurial perception and Gender.

RESEARCH METHODOLOGY OF STUDY

1. **Research Design:** - For the research study, Descriptive study and Survey Method is used.
2. **Sample:** - For the study, 100 pupils from M.com final years – Business management students of post graduate degree colleges affiliated to University of Mumbai were surveyed.
3. **Sampling Technique:** - Simple Random sampling – Lottery Method was used for the present study.
4. **Tools and Technique:** - Self - Structured Questionnaire and Data analysis was done using Mean, Standard Deviation and ANOVA.

LIMITATIONS

1. The data was collected only from the M.Com - Business management students not from the arts or the science colleges of Thane district.
2. The study does not include the opinions of the Teachers, Principals, Stakeholder, Administrator and Management.
3. Any psychological aspects such as stress, fatigue, anxiety and mood swings of the students during collection of survey will be considered as beyond the control of researcher's study.

Data Analyses and Interpretation

Frequency table

		Age		Cumulative Percent
Frequency	Percent	Valid Percent		

Valid	22	24	24.0	24.0	24.0
	23	52	52.0	52.0	76.0
	24	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	62	62.0	62.0	62.0
	Male	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
3) Are you aware about the entrepreneurial related higher education facilities given by the corporate industries or education sector?	1	32	2.50	1.967	.348	1.79	3.21	1	5
	5	68	4.12	1.671	.203	3.71	4.52	1	5
	Total	100	3.60	1.917	.192	3.22	3.98	1	5
6) Are you interested in starting up a new initiative or a business?	1	32	5.00	.000	.000	5.00	5.00	5	5
	5	68	4.35	1.484	.180	3.99	4.71	1	5
	Total	100	4.56	1.258	.126	4.31	4.81	1	5
12) Do you think school and college curriculum must include entrepreneurship and related skills as a subject in their syllabus?	1	32	3.50	1.967	.348	2.79	4.21	1	5
	5	68	5.00	.000	.000	5.00	5.00	5	5
	Total	100	4.52	1.306	.131	4.26	4.78	1	5
14) Do you think college should tie up with the corporate industries to provide internship facility to develop entrepreneurship attitude among students?	1	32	3.50	1.967	.348	2.79	4.21	1	5
	5	68	5.00	.000	.000	5.00	5.00	5	5
	Total	100	4.52	1.306	.131	4.26	4.78	1	5

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
7) Have you ever use virtual advertising and digital marketing platforms to market your business?	1	11	1.36	1.206	.364	.55	2.17	1	5
	5	89	1.67	1.506	.160	1.36	1.99	1	5
	Total	100	1.64	1.474	.147	1.35	1.93	1	5
8) Are you aware about the concept of Digipreneurship?	1	11	1.00	.000	.000	1.00	1.00	1	1
	5	89	1.58	1.421	.151	1.28	1.88	1	5
	Total	100	1.52	1.352	.135	1.25	1.79	1	5
9) Are you aware about the concept of Green Entrepreneurship?	1	11	1.00	.000	.000	1.00	1.00	1	1
	5	89	1.54	1.374	.146	1.25	1.83	1	5
	Total	100	1.48	1.306	.131	1.22	1.74	1	5
10) Are you aware about the concept of Social Entrepreneurship?	1	11	5.00	.000	.000	5.00	5.00	5	5
	5	89	4.46	1.374	.146	4.17	4.75	1	5
	Total	100	4.52	1.306	.131	4.26	4.78	1	5
11) Do you think guidance and vocational training helps to develop the professional entrepreneurial attitude and skills?	1	11	5.00	.000	.000	5.00	5.00	5	5
	5	89	3.92	1.785	.189	3.55	4.30	1	5
	Total	100	4.04	1.717	.172	3.70	4.38	1	5
13) Does the college need to provide additional credit points for learning value added courses which are based on Entrepreneurship?	1	11	5.00	.000	.000	5.00	5.00	5	5
	5	89	4.37	1.465	.155	4.06	4.68	1	5
	Total	100	4.44	1.395	.139	4.16	4.72	1	5
15) Are you aware about the Moodle learning courses offered through Swayam which enhances the entrepreneurial knowledge and skills?	1	11	1.00	.000	.000	1.00	1.00	1	1
	5	89	1.54	1.374	.146	1.25	1.83	1	5
	Total	100	1.48	1.306	.131	1.22	1.74	1	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
3) Are you aware about the entrepreneurial related higher education facilities given by the corporate industries or education sector?	Between Groups	56.941	1	56.941	18.173	.000
	Within Groups	307.059	98	3.133		
	Total	364.000	99			
6) Are you interested in starting up a new initiative or a business?	Between Groups	9.111	1	9.111	6.052	.016
	Within Groups	147.529	98	1.505		
	Total	156.640	99			
12) Do you think school and college curriculum must include entrepreneurship and related skills as a subject in their syllabus?	Between Groups	48.960	1	48.960	39.984	.000
	Within Groups	120.000	98	1.224		
	Total	168.960	99			
14) Do you think college should tie up with the corporate industries to provide internship facility to develop entrepreneurship attitude among students?	Between Groups	48.960	1	48.960	39.984	.000
	Within Groups	120.000	98	1.224		
	Total	168.960	99			

		Sum of Squares	df	Mean Square	F	Sig.
7) Have you ever use virtual advertising and digital marketing platforms to market your business?	Between Groups	.944	1	.944	.432	.513
	Within Groups	214.096	98	2.185		
	Total	215.040	99			
8) Are you aware about the concept of Digipreneurship?	Between Groups	3.342	1	3.342	1.844	.178
	Within Groups	177.618	98	1.812		
	Total	180.960	99			
9) Are you aware about the concept of Green Entrepreneurship?	Between Groups	2.848	1	2.848	1.680	.198
	Within Groups	166.112	98	1.695		
	Total	168.960	99			
10) Are you aware about the concept of Social Entrepreneurship?	Between Groups	2.848	1	2.848	1.680	.198
	Within Groups	166.112	98	1.695		
	Total	168.960	99			
11) Do you think guidance and vocational training helps to develop the professional entrepreneurial attitude and skills?	Between Groups	11.391	1	11.391	3.980	.049
	Within Groups	280.449	98	2.862		
	Total	291.840	99			
13) Does the college need to provide additional credit points for learning value added courses which are based on Entrepreneurship?	Between Groups	3.876	1	3.876	2.012	.159
	Within Groups	188.764	98	1.926		
	Total	192.640	99			
15) Are you aware about the Moodle learning courses offered through Swayam which enhances the entrepreneurial knowledge and skills?	Between Groups	2.848	1	2.848	1.680	.198
	Within Groups	166.112	98	1.695		
	Total	168.960	99			

SIGNIFICANCE OF THE STUDY

1. The present study is beneficial in creating awareness regarding entrepreneurial higher education.
2. The present study is beneficial for all the different colleges including Commerce, Arts, Science, Management, Engineering and B.Ed colleges for the development of entrepreneurial aptitude, attitude among students for encouragement towards entrepreneurship.
3. This study creates awareness to develop and regulate entrepreneurship development programmes to encourage the students for choosing entrepreneurship as a professional career.
4. This study is beneficial for professors, research scholar, Teacher Educators, Student-Teachers, Teachers, Principal, Stakeholder, Administrator, Management and higher authorities for bringing flexibility, up-gradation and modifications to current higher education curriculum.
5. It will help to identify innovative ways and opportunities for students by which teachers can develop an aspiring Entrepreneur at early stage of life and help to overcome the barriers to entrepreneurship and economic progress of the country.

6. This study is beneficial for teachers to develop and make use of effective and innovative entrepreneurial educational practices which will bring quality development in the field of education, teachers, students and society at large.
7. It will help education officers, sectional officers, higher authority personnel, ministry of education, ministry of human resource development and state government to focus on economical factors, policies, regimes and various schemes for the prosperity of youth entrepreneurial education and development of youth entrepreneurship business in their diversified areas.

INNOVATIVE TRENDS IN ENTREPRENEURIAL HIGHER EDUCATION

1. Virtual Advertising and Digital Marketing.

Virtual advertising and digital marketing is one of the most influential and fastest growing forms of entrepreneurship by starting a minor level business which any one can initiate through social media like Facebook, Twitter, Instagram, or through mobile media like WhatsApp. Usually virtual advertising and digital marketing through social and mobile media is the cheapest, fastest and easiest mode of marketing for any product and services. Graduate students can turn up to youth entrepreneurs and it is must that these young graduate students should need to know the worth of earning livelihood and importance of entrepreneurship at early stage of their life.

2. Providing Entrepreneurial Guidance and Vocational Training to the Potential Entrepreneurs through Higher Education.

Innovation in higher education is utmost important to attract young generation to attain quality entrepreneurial education which helps them to enter into business entrepreneurship. Aspirants are not aware about Digitalpreneur, Green and Social entrepreneurship and these students are not getting entrepreneurial training and vocational education for becoming a potential entrepreneur.

3. Moodle Learning Course Offered through SWAYAM

In the advanced technological era, students are not aware of Moodle learning, even teachers also do not have knowledge regarding how to operate and conduct e-content through using Moodle lessons. SWAYAM is an effective and enormous learning platform which provides distance mode of education through various diverse courses along with its certification. The youth living in digital era are still not aware about any single content available through Moodle.

4. Certificated Courses for Enhancing Entrepreneurial Skills.

Many colleges, organizations and educational institutes now are offering certified courses which are helping the people to enhance their employability skills as well as developing the entrepreneurial skills. People are gaining handsome practical experiences, knowledge and also develop research outlook towards generating and sustaining the start-up through the certified courses which have very high demand according to current market trends.

5. Additional Credit Points Earning through Value Added Course.

Additional credit is now in limelight and highly demanded in the current era. It offers the kinds of value added courses which many colleges and educational institutes are offering to the under graduates and post graduate students. These credit points help to raise their educational standards, enhance the quality of learning, and credit score/marks. It also provides opportunities at a global platform to start up and sustain business into market. Many universities around the globe have accepted the concept of additional credit and they are offering to their scholars to pursue these value added courses to gain additional credit points in their marks sheet knowledge and requisite skills.

6. Digitalpreneurship

Digital entrepreneurship or digitalpreneurship is a process of handling e-business environment and varied e-dealings in taxation, finance, product or services with the strategic aspects to make use of ICT, digital entrepreneurial mindset, digital skills and digital knowledge understanding to build e-customer relationship by exchanging required resources for earning revenue across the globe through constructing digital platform, application, software and websites.

7. Innovative Mock Business Drills

Innovative entrepreneurship educations are able to develop such traits and skills which can channelize the youth towards starting and running a business. Mock business drill and practice, workshops, courses - business foundation, internships, refresher business training program and entrepreneurial skills can be considered as helpful for developing entrepreneurial skills and traits through innovative higher education.

Importance of Entrepreneurs through Entrepreneurial Higher Education for the Indian Economic Development

The way for economic development routes through higher education which helps in the building of entrepreneurial aptitudes, perception, skills, abilities, mindset and creativity to learn how to conduct entrepreneurship. Entrepreneurial higher education paves the way for innovation and progress in technology. Digital Entrepreneurship are the cloud community of the online based digital entrepreneurs, freelancers, web site designers, bloggers and digital nomads who run the virtual business over internet across the globe. These digital entrepreneurs offer online products and services to earn maximum revenue from varied kinds of customers by maintaining e-customer relationship in the ever-changing techno-digitize world. Like as green entrepreneurs, social entrepreneurs and different types of other entrepreneurs work for the economical growth and technological development of the country.

Entrepreneurs will help country by bringing stability in market, boosting the wealth, controlling income and investment level, purchasing power parity of people, studying market demographics, market research, implementation of profitable and economic projects within time period, regulating PESTEL policies, sustainable development for scarce resources, balancing the healthy competition, dealing with public bureaucracy like concession, license and taxes, industrial engineering, innovating and upgrading quality of products and services and developing goodwill, prestige and status of an entrepreneur as well as nation.

RESULT AND DISCUSSION

1. From the research study, result arrived as null hypotheses is rejected.

Ho “There is no significant relationship between Student’s perception and entrepreneurial higher education.” and

Ho “There is no significant relationship between Students entrepreneurial perception and Gender.”

2. It also signifies that alternative hypotheses are accepted.

H1– There is a significant relationship between Student’s perception and entrepreneurial higher education.

H1– There is a significant relationship between Students entrepreneurial perception and Gender.

3. Higher education should inculcate various activities to encourage entrepreneurial zeal, attitude and skills among students. Curriculum need to be restructured for fostering student’s entrepreneurial intention which should give importance towards entrepreneurship.

4. There are various sustainable and innovative ways through which one can imbibe entrepreneurial attitude, skills, knowledge and experience by properly utilising entrepreneurial higher education.

CONCLUSION

Every teacher plays a significant role in creating aspiring youth entrepreneur. Hence, higher education is the most powerful driving force that drives and transforms our country India into Knowledgeable – rights – based societies. It is an advent of progressive economic growth which not only fulfil the needs of bread and butter but also gives as much as returns as we invests in it.

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