

# The Influence of Creativity towards Entrepreneurial Intention and the Entrepreneurial Career Choice Behaviour in 21st Century Learning

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## Abstract

This study had been conducted to identify creativity levels from the affective and effective aspects, the relationship between creativity and the entrepreneurial intention and the relationship between the entrepreneurial intention and the entrepreneurial career choice behaviour of final year of Bachelor of Engineering in UTM, UTHM, and UTeM. A total of 462 final year undergraduate engineering students from Universiti Teknologi Malaysia (UTM), Universiti Tun Hussein Onn Malaysia (UTHM), and Universiti Teknikal Malaysia Melaka (UTeM) were selected for being the sample from the population whole. The questionnaire method was used to gather the descriptive and inferential data of the study. The findings show that the level of creativity from an effective aspect consisting of the number of business ideas and the quality of business ideas as a whole is medium low. The finding also show that there is a significant relationship between the number of ideas and the idea of business ideas with entrepreneurial intention. While there is no significant relationship between the quality of the idea and its relation is inverse with the entrepreneurial intention of the student. There is a significant relationship between entrepreneurial intention and entrepreneurship career choice behavior. The findings of this study would have had great implication towards the implementation of the entrepreneurial education programme and thinking skills education in the institutions of higher learning. In the context of this study, the development of entrepreneurship amongst the graduates in the 21st century education would need to be properly planned in order to not just increase the number of entrepreneurs, but also to mould them to become creative, innovative and competitive globally.

**Keywords:** Creativity; Entrepreneurial intention; And entrepreneurial career-choice behaviour.



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## 1. Introduction

The creativity elements that are embedded into the entrepreneurial education had given the advantage to the students, especially those from the critical fields such as engineering in terms of improving the effectiveness and efficiency of learning entrepreneurship, as well as their engineering counterpart. Statistics data from the Malaysian Statistics Department showed an increase of 3.1 percent in unemployment rate among graduates for the year 2012 underscores the harsh reality that unemployment among graduates could not be ignored. In fact, this matter has been the issue plaguing the institutions of higher learning (Hoe, 2006; Ioana and Alexandru, 2012; Marcela *et al.*, 2012; Nihan and Olcay, 2012; Nor A. B. *et al.*, 2005; Nor A. B. d. R. M. Y., 2008; Nor F. N. and Halimah, 2010; Nor H. B. O., 2012; Salmah, 2009) in order for them to develop quality and multi-skilled graduates. Almeida *et al.* (2008) had underscored the necessity of this study amongst university students, in which the researcher had found that the creativity test should have been administered towards the adults because they had the cognitive capability to be creative consistently and stably enough for it to be assessed in terms of its smoothness, flexibility, originality and its ability to be elaborated upon. Apart from that, there are several studies in existence on the correlation between creativity and entrepreneurial aspiration (Dwi Riyanti, 2007) in which the researcher had employed the quantitative research approach by utilising the questionnaire in eliciting information on how creativity is viewed from the perspectives of idea quality, amount of ideas, and business idea generation, and also its relationship with entrepreneurial intention and the career choice behaviour. This study is geared towards the need in producing resilient and competitive entrepreneurs, especially amongst the engineering students, from which the researcher would be interested to know the initial phenomena in identifying the levels of creativity, and also its contribution towards entrepreneurial intention and the career choice behaviour amongst final-year undergraduate engineering students in Universiti Teknologi Malaysia (UTM), Universiti Tun Hussein Onn Malaysia (UTHM), and Universiti Teknikal Malaysia Melaka (UTeM).

### 1.1. Creativity and Entrepreneurship

Creative thinking is defined as a process where a person is attuned towards problems, limitations, knowledge gaps, lost elements, disharmony and others; able to identify difficult matters, finding solutions, making informed

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guesses, or developing hypotheses on the limitations; testing and retesting those hypotheses and modifying and testing it; and finally to channel the results and findings to others (Boon and Ragbir, 1998). On the other hand, Rhodes (1961), Davis (1983) and Csikszentmihalyi (1990) had collected and analysed the definition of creative thinking, as well as categorised them into three distinct parts; humans or the agent, the output product and the process involved in producing it. The creative thinking theory had been proposed from three different perspectives, which are the supernatural (creative people), rational (creative process) and the development (creative product) (Chua, 2004). From the supernatural perspective, creative people are born and are not made out training. Writers like Plato had supported the supernatural notion of creative thinking that places emphasis on the need for inspiration. The supernatural notion of creative thinking explained visions that would not be able to do so from the original creative thinking aspect (Murphy and Kathleen, 1985).

Creative thinking is also said to be the ability in producing original ideas for something new and unexpected, or in developing something uniquely (Razik, 1966). In the long run, successful entrepreneurs always exemplified new ideas in search of profits (Gifford, 1985). Taylor (1964) had posited that creative products could be judged based on its level of creative thinking, starting from the lowest until to its highest or most complex. These include (1) expressive creative thinking that is inherent in brainstorming, (2) productive creative thinking that is judged based on the amount of products produced, (3) creative thinking in creating creations dextrously and with ingenuity with existing materials, and (4) innovative creative thinking.

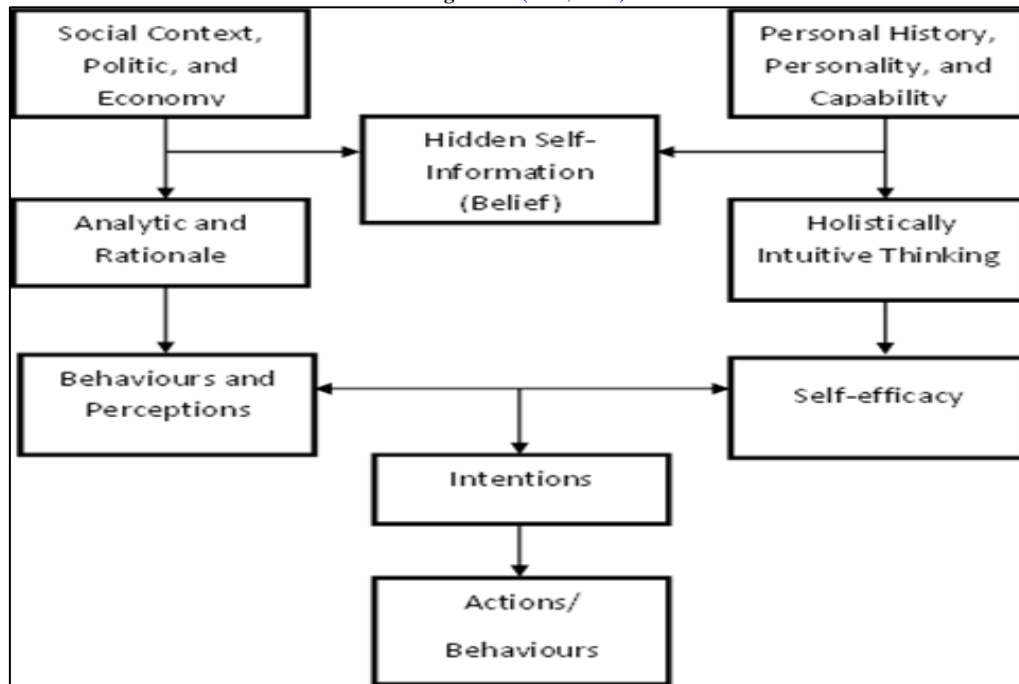
## 1.2. Creativity and Entrepreneurial Intention

The entrepreneurial intention is one of the components that had been completely analysed, encompassing both goal and planning (Krueger and Carsrud, 1993). Intention is a form of thinking situation that gives concentration, experience and behaviour to a certain objective or behaviour one had aspired on (Bird, 1988; Shapero and Sokol, 1982). In addition, Forbes (1999) had also stressed that Bird had actually forwarded the concept of entrepreneurial intention from the cognitive viewpoint. Although attitude and self-efficacy were said to act as the main forecast variable, the cognitive factor would have indirectly affect the result as well Ryan (1970) in forecasting the level of entrepreneurial intention, while at the same time would be able in forecasting behaviours that incline towards choosing entrepreneurship as a form of career (Bird, 1988; Boyd and Vozikis, 1994).

## 1.3. Creativity, Entrepreneurial Intention, and Entrepreneurship Career Choice Behaviour

Human behaviours are actions done and talked about, as well as having more than one dimension that is observable, described, measured and noted based on duration aspect as well as the strength of behaviours displayed (Miltenberger, 2001). Entrepreneurial behaviour is also defined as an opportunity or value-added, risk-taking, creative activity during the formulation, expansion and the transfer of idea generation towards a business organisation (Bird, 1988). Nevertheless, entrepreneurial behaviour is deemed as an entrepreneurial action that could be influenced, as well as being able to be measured through the factors that has the probability to change (Diochon *et al.*, 2002). Referring to Bird (1988) as in Figure 1, there are two main factors that will strengthen the desire for something that is situation and personal factors. Situation factor consists of elements of social, political and economic environment while for personal factors are encompassing history, personality and capability. Both factors will be assessed through rational cognitive and analytic formulas as well as intuitively evaluating (Boyd and Vozikis, 1994). This cognitive and intuitive awareness is a factor that has a direct impact on the formation of intention and in accordance with Forbes (1999) statement which stresses that Bird is actually highlighting the concept of entrepreneurial intention from a cognitive point of view. These also mean even though behaviour are chosen as the predictor of the ultimate intention variables, cognitive factors also played an indirect role Ryan (1970) through self-efficacy to predict level of entrepreneur intention of an individual and then predict their choices and behaviour to choose entrepreneurship as a career (Bird, 1988; Boyd and Vozikis, 1994). As a conclusion, the theory from Bird (1988) is the basis of the research conducted by the researcher to find out whether creativity and entrepreneurial intention contribute to the conduct of entrepreneurship career selection among final year students of Bachelor of Engineering.

Diagram-1. (Bird, 1988)



Source: Boyd and Vozikis (1994). The Influence of self-efficacy on the development of entrepreneurial intentions and actions. *Entrepreneurship Theory and Practice*.

## 2. Research Objectives

1. To identify creativity levels from the affective and effective aspects of the final-year engineering undergraduates in UTM, UTHM, and UTeM.
2. To identify the relationship between creativity level and the entrepreneurial intention level of the final-year engineering undergraduates in UTM, UTHM, and UTeM.
3. To identify the relationship between the entrepreneurial intention and the entrepreneurial career choice behaviour of final year of Bachelor of Engineering in UTM, UTHM, and UTeM.

## 3. Methodology

The research design that had been used in this exploration was descriptive and inferential design which revolved around the observations that had been collected through the use of questionnaire's forms. It worked as a tool to gather data from the respondents. These suited with the statement came out by Mohd M. K. (2005) where he defined descriptive approach as a mean to justify any occurred phenomena. Apart from that, Creswell (2008) pointed out that an observation is ideal in gathering quantitative research data which merely about behaviorism, opinion-based data or perhaps the characteristics of one population. Target population in this research moved around the use of 462 final year Bachelor in Engineering students of Universiti Teknologi Malaysia (UTM), Universiti Tun Hussein Onn Malaysia (UTHM), and Universiti Teknikal Malaysia which centralised at the south region of Malaysia. This idea was conform by Creswell (2008) who mentioned about the targeted population that can be examined if they happened to have identical characteristics to be investigated.

Questionnaire was used to obtain information on respondent's creativity level from the perspective of business idea generation through the aspect of idea and idea quality. There are two divisions in the question which are part B1 to get the idea number ideas and the quality of ideas (DeTienne and Chandler, 2004). This scale was obtained from DeTienne and Chandler (2004) adapted from Fiet (2002). While, the B2 section is for informational inclination to generate and evaluate ideas Basadur and Finkbeiner (1985). The permission to use this questionnaire was obtained from the author Basadur and Finkbeiner (1985) through Shamsuri (2012) researcher. Meanwhile, items for the construct of entrepreneurial intention in Part D of the questionnaire were adapted from the study of Salmah (2009). Item for the construct of entrepreneurial career choice behavior in Part E was adapted from the Bird (1988); Dunn (2004); Quience and Whittaker (2003) and Diochon *et al.* (2002). The overall value of Alpha Cronbach obtained in this pilot study exceeds 0.8 and has high reliability. This is in line with Mohd N. A. G. (2003) and Sekaran (2003) statement where alpha (reliability correlation coefficient) exceeds 0.80 is a high reliability value.

## 4. Description Analysis

### 4.1. Profile of Student Creativity Level from Aspect Number of Ideas, Quality of Ideas, And Business Idea Generation

**Table-1.** Mean and standard deviation of creativity level from effective aspect (idea number and idea quality)

The creativity component is effective (Number of ideas and quality)	Min	Standard deviation	Score Interpretation Level
Number of Ideas	2.13	1.399	Medium Low
Quality of Ideas	2.27	1.039	Medium Low
Overall Creativity Level of Effective Aspect	2.20	1.219	Medium Low

**Table-2.** Min and standard deviation of creativity level from affective aspect (business idea generation)

No.	The creativity component of the affective aspect (Business Idea Generation)	Mean	Standard deviation	Score Interpretation Level
1	I always evaluate my ideas before telling others.	3.98	0.694	Medium High
2	I usually do not pay attention to the gruesome idea and continue to focus on other ideas.	3.30	0.915	Medium High
3	I think that if there is a group of workers, they should share ideas so that they can get an unreasonable idea.	3.50	1.275	Medium High
4	I think a new idea is more meaningful than ten old ideas.	3.37	0.992	Medium High
5	I think the quality of a good idea is more important than a large number of ideas.	3.87	0.880	Medium High
6	I think a group of individuals should focus on being on the right track to produce good ideas.	4.09	0.803	High
7	I feel wasting time when producing ideas that make no sense.	3.33	1.050	Medium High
8	I think everyone should voice whatever they think.	4.14	0.774	High
9	I am open to such an absurd idea as it may be used to solve the problem.	3.96	0.749	Medium High
10	I think the idea should be evaluated while generating ideas to determine its quality.	4.03	0.733	High
11	I think it's important to set aside an unreasonable idea when generating ideas.	3.37	0.905	Medium High
12	I have to pay attention to all ideas with open minds whether it's strange or not.	3.98	0.779	Medium High
13	I think one of the good ways to generate new ideas is to improve the idea of someone else.	3.97	0.776	Medium High
14	I think a person should think about whether the idea is practical or not before declaring it	3.79	0.822	Medium High
	Overall Creativity Level from Affective Aspect (Business Idea Generation)	3.76	0.868	Medium High

Overall, the findings of descriptive analysis have found that the degree of creativity of the final year of engineering undergraduate students in the effective aspect of the variable number of ideas and the quality of the idea is at medium low. Whereas, the level of creativity from the affective aspect of the business idea generation variable for the engineering students is at medium high.

## 5. Inferences Analysis

### 5.1. Relationship Between Creativity Level and Student Entrepreneurship Intention Level at UTM, UTHM, and Utem

**Table-3.** The relationship between the level of creativity and the level of entrepreneurial intention in UTM, UTHM, and UTeM

Variable	Entrepreneurship Intention Level			
	n	r	The strength of the relationship	p
Number of Ideas	462	-0.153**	Weak	0.001
Quality of Ideas	462	-0.030	Can Be Neglected	0.517
Business Idea Generation	462	0.183**	Weak	0.000

p < 0.05

Overall, inferential analysis results found Pearson Correlation test showed that although there was a weak relationship level, there was a significant and negative relationship between the number of business ideas and the entrepreneurial intention ( $r = -0.153$ ,  $p = 0.001 < 0.05$ ). This means that the higher the entrepreneurial intention of the students, the less the number of business ideas that the students produce. The results of the analysis also showed that the level of business idea generation was at a weak level of communication but had a significant and positive relationship with the entrepreneurial intention ( $r = 0.183$ ,  $p = 0.000 < 0.05$ ). This shows the higher the entrepreneurial intention of the students, the higher the attitude of the students to generate business ideas. This is in contrast to the quality of the idea because the level of relationship strength can be neglected and insignificant with the entrepreneurial intention because the value of  $r$  is  $-0.030$  and  $p$  is  $0.517 > 0.05$ . However, the dimensions of creativity in terms of the effectiveness of the idea quality do not contribute or do not play an important role in entrepreneurial intention to shape entrepreneurial career choice behaviour.

## 5.2. Analysis of the Relationship Between Entrepreneurial Intention and the Entrepreneurship Career Choices Behaviour

The analysis of this section is to elaborate on the question of the study to identify the significant relationship between entrepreneurial intention level with entrepreneurship career choice behaviour among UTM, UTHM, and UTEm engineering students who are answered through the hypothesis.

Table-4. The relationship between entrepreneurial intention and entrepreneurship career choice behaviour

Variable	R	Sig.	Strength of Relationships
Intention Level	-0.503	0.000	Strong

Significant at 0.05 level

Table 7 shows the relationship between entrepreneurial intention and entrepreneurship career choice behaviour. From the Pearson correlation coefficient test, the value obtained is  $r = -0.503$  and a significant value of  $0.000 < 0.05$ . These values indicate a very significant relationship between the level of entrepreneurial intention and the conduct of entrepreneurship career choice behaviour. The findings clearly rejected the null hypothesis to answer the question of the study and demonstrated that there was a significant relationship between the level of entrepreneurial intention and the entrepreneurship career choice behaviour.

## 6. Discussion

### 6.1. Creativity Level

The mean score analysis shows that the final level of creativity of the final year of Bachelor of Engineering from an effective aspect consisting of the number of business idea ideas and the quality of business ideas as a whole is medium low ( $\text{min} = 2.20$ ). However, there are differences in affective aspects that comprise business idea generation components where the overall mean is 3.76 which is at moderate high level. The findings clearly show that the components of business idea generation are a major factor in creativity. The results of this profile analysis are in line with the findings of [Shamsuri \(2012\)](#) in his study which shows that there is a difference in creativity level in the effective and affective aspects that influence entrepreneurial thinking in generating business ideas. This finding is also true as stated by [Razik \(1966\)](#) that creative thinking does not involve just one behaviour and everyone has the potential or ability to think creatively but at different levels. It can therefore be concluded that the level of creativity for students is medium low in terms of effective (business idea number and quality of business idea) although there is a difference in the affective aspect (quality of business idea) presented.

### 6.2. Creativity and Entrepreneurial Intention

The result of inferential analysis shows that the number of ideas has a weak level of negative relationship strength with the entrepreneurial intention. This can be proved by correlation coefficient value is  $r = -0.153$ . Whereas, the significant value of 0.001 tested was at the level of significance ( $p < 0.05$ ). Similarly, business idea generation component despite the weakness of the relationship strengths but the results of the analysis show that business idea generation has a positive and significant relationship with entrepreneurial intention ( $r = 0.183$ ,  $p < 0.05$ ). From the point of creativity, this shows that someone who wants to become an entrepreneur needs some business ideas that interest them to start or run a business. This is supported by [Davidsson \(2002\)](#), [Ward \(2004\)](#), and [Amabile \(1996\)](#) stating that generating business ideas is an act of creativity and entrepreneurial behaviour to make a renewal that is a critical part of its business. This business idea generation is measured by the number of ideas and quality ideas [Basadur and Finkbeiner \(1985\)](#). The number of business ideas generated is a benchmark and determines whether a successful entrepreneur or otherwise ([Ammes and Ranco, 2005](#); [Ward, 2004](#)).

This is in contrast to the results of the quality of the idea which shows that the correlation coefficient value,  $r = -0.030$  and the significant value is 0.517 tested at the significance level of 0.05 found to be greater than the level of significance ( $p > 0.05$ ). Decisions on the quality of this idea also mean that the effects of the idea quality variables on entrepreneurial intention are insignificant and inversely proportional to where the higher the level of entrepreneurial intention, the quality of the idea is diminishing. This finding suggests that the quality of business ideas is not so important for respondents to start or run a business. As the statement [DeTienne and Chandler \(2004\)](#) states that the quality of the idea generated is an innovative feature of the idea to illustrate the value of the resulting idea.



Therefore, innovative features of the business idea listed by the respondents or students in this study are less emphasized.

Overall, the relationship between creativity and entrepreneurial intention shows that there is a significant relationship between the number of ideas and the idea of business ideas with entrepreneurial intention. While there is no significant relationship between the quality of the idea and its relation is inverse with the entrepreneurial intention of the student. The findings of the previous study also show that there is a correlation between creativity and entrepreneurial intention as in [Adi et al. \(2018\)](#), [Daniel et al. \(2008\)](#) and [Dwi Riyanti \(2007\)](#). This is supported by [Drucker \(1985\)](#) statement stating that entrepreneurship is a combination of ideas, efforts, business coordination, optimal resource management to produce output and output in the market. Similarly, [Gifford \(1985\)](#) argues that successful entrepreneurs in the long term always reflect new ideas for profit. It can therefore be concluded that there is a relationship between creativity and entrepreneurial intention despite differences in the results of the quality of the ideas. While overall the findings show that there is a relationship between creativity and entrepreneurial intention where university students taught creative skills can trigger the desire to venture into entrepreneurship, there is a study that denies this study that states that creativity skills taught at university do not affect their entrepreneurial desires because of some factors such as family background ([Leonidas et al., 2011](#)).

### 6.3. Entrepreneurial Intention and Entrepreneurship Career Choices Behaviour

Inference analysis results show that there is a significant relationship between entrepreneurial intention and entrepreneurship career choice behaviour ( $r = -0.503$ ,  $p < 0.05$ ). This finding is consistent with the findings of [Ioana and Alexandru \(2012\)](#), [Marcela et al. \(2012\)](#), [Nor H. B. O. \(2012\)](#), [Nihan and Olcay \(2012\)](#), [Nor F. N. and Halimah \(2010\)](#), [Salmah \(2009\)](#) and [Nor A. B. d. R. M. Y. \(2008\)](#) showing that there is a relationship between entrepreneurial intention and entrepreneurship career choice behaviour. The findings are also in line with the [Bird \(1988\)](#), [Hisyamuddin \(2007\)](#) and [Shapero and Sokol \(1982\)](#) statements, and that intention is an individual situation that conveys convergence, experience and behaviour to an objective their intention. In conclusion it can be concluded that there is a relationship of entrepreneurial intention with the conduct of entrepreneurship career choice behaviour.

## 7. Conclusion

Overall, creativity dimension from an effective aspect and quality of the ideas played an important role towards the entrepreneurial intention and in choosing entrepreneur as a career. To conclude from the research data in this chapter which was creativity dimension with variables like number of ideas and ideas generating in business did have a relation with another dimension called entrepreneurial intention. Thus, they are related with the inclination in choosing entrepreneur as a career within Bachelor in Engineering's final year students of UTM, UTHM, and UTEm. The gathered data showed that there is the need of various knowledge and skills to be applied comprehensively like creative ideas generating in business field and entrepreneurship towards the influences of appropriate economic and technological changes. It should be taken seriously and applied in the graduates specifically those who studied in a critical course like engineering. This will be indirectly beneficial to many parties especially towards the graduates, the university as well as towards a better nation in achieving a well-developed country in the 21st century.

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