The Place of Residence as a Contextual Dimension of Entrepreneurial Orientation – A Study

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Abstract:

Growth and diversification of an economy largely depends on the emergence of new generation entrepreneurs. An individual's entrepreneurial orientation can be judged on the basis of entrepreneurial competencies like resourcefulness, foresight, risk-orientation, perseverance and autonomy. These are significantly influenced by the socio-demographic factors like gender, family occupation and financial status, and exposure to entrepreneurial business through the place of residence and even to some extent, the entrepreneurial role models. The principal aim of this research is to identify the impact of the place of residence on the skill of entrepreneurial foresight in specific and entrepreneurial orientation in general. A sample of 200 final year postgraduate management students were selected randomly and data were collected through a schedule of four statements to be ranked on Likert scale. The statistical techniques of ANOVA and multiple comparisons were applied with the help of SPSS-20. The findings confirm opinions expressed in the literature reviewed here, that the place of residence helps gain exposure to entrepreneurial activities and thus help forming entrepreneurial orientations among the youth. The respondents belonging to urban and semi-urban residential locations show a more focused preference for entrepreneurial orientation than those hailing from metropolitan cities.

Keywords: *Entrepreneurship, Entrepreneurial orientation, Place of Residence, Foresight, Potential entrepreneurs.*

Introduction

New entrepreneurial growth chiefly depends upon the nature and level of entrepreneurial orientation of the individual. Policy makers and academia around the globe agree that the role and the pace of entrepreneurship is significant for the development of the society. Hence, fostering entrepreneurial awareness and positive attitudes towards entrepreneurship are priority in the policy agenda of several economies (OECD, 2010). At the same time, understanding about entrepreneurial growth vastly is different among policy makers and this hinders making fact-based policy (GEM, 2011). Also, embryonic attitudes and perceptions about entrepreneurship among people affect those planning to turn into action. This mind set can be changed by the prevailing education system apart from the other advocacy institutions. As per Global Entrepreneurship Monitor (2002), around 12% of adult population were involved in entrepreneurial activities among 37 countries representing 62% of the world population. While less than 3% of adults were involved in entrepreneurial endeavors in Japan, Russia and Belgium, more than 18% were so engaged in India

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and Thailand. The salience of entrepreneurship in India has been intensifying in recent times. The percentage of entrepreneurial activity in India was 17.9%, as compared to United States' 10.5%, UK's 5.4%; and Japan-1.8%. In a recent survey by the Deloitte group, India ranks 2nd globally as home to the fastest growing technology firms. In a survey conducted by the National Knowledge Commission, of the 95% who valued education as a foundation for entrepreneurship, 53% consider education a key trigger to evoke entrepreneurial orientation (NKC, 2008). Entrepreneurial orientation is the individual's inclination to take on pioneering, proactive and risk taking behavior to start new venture. Entrepreneurial orientation refers to the processes, practices, and decision-making activities that lead to new entry (Lumpkin & Dess, 1996).

An emergent body of research seeks to find out fundamental factors that motivate individuals towards entrepreneurial activity. Some of these factors relate to specific individual differences in family background, education, age, sex, or personal attributes (Zhao et al, 2005). From the review of the earlier research, it can be understood that entrepreneurial characteristics are not universal. Socio- economic features like caste, parental background, technical and professional education, financial backup, location advantage and easy access to market are also found to have strong correlation with entrepreneurial success (Azhar, 1999). The question that arises naturally is 'what personal characteristics or attitudes might increase propensity to engage in and be successful at entrepreneurial activities'. The prevailing body of research provides answers at three levels: first, individual's environment; second, personality traits; and third, attitudes towards being entrepreneurial impacted by social influences (Levenburg and Schwarz, 2008). The relevant measurements of Entrepreneurial orientation (EO) can be drawn from a review of the strategy and entrepreneurship literatures (e.g., Covin & Slevin, 1991; Miller, 1983; Venkatraman, 1989a). Based on the empirical evidences, it can be concluded that the entrepreneurial competencies like resourcefulness, foresight, risk-orientation, perseverance and autonomy help to understand an individual's entrepreneurial orientation which are significantly influenced by the socio-demographic factors like gender, family occupation and financial status and exposure to entrepreneurial business through place of residence and even to some extent, the entrepreneurial role models. The scope of this paper is to probe into the competency of entrepreneurial foresight (dependent variable) being oriented by exposure to entrepreneurial activities by virtue of place of residence (independent variable).

Entrepreneurial Foresight

The entrepreneur and the enterprise can survive at the present only if they have foresight for future gained through experiences and observations of the past. Foresights need to be developed regarding uncertainty in markets, how to manage situations due to change in technological and organizational patterns and ever-dynamic pecuniary alternatives. Realizations of the future are affected by the anticipations, elucidations, and visions of the future. '*What enables the wise sovereign and the good general to achieve things beyond the reach of ordinary men is fore-knowledge*' says Tsun Tzu, the Chinese strategist and philosopher. Entrepreneurship is nothing but identification, appraisal and pursuit of opportunities in assorted contexts (Christensen, Madsen & Peterson 1989). Thus, the dimension of 'foresight' augments the ability to mull over the probable future scenarios, their implications and the risks involved, to estimate potential benefits and predict the costs and finally translate into executable actions. To become a creative entrepreneur, one should have the characteristic of foresights. Slaughter (1995) defines strategic foresights as a process that attempts to broaden the boundaries of perception in four ways:

1. Consequent assessment: assessment of implications of present decisions and actions.

2. Early warning and Guidance: detecting and avoiding problems before they occur.

3. Proactive assessment: Considering the present implications of possible future events.

4. Envisioning scenarios: Envisioning the aspects of desired future.

Skills of foresight can sometimes be stimulated by either past personal experience, family background

with respect to occupational and financial as well as training to think differently about the future. However, the nature of the relationship between entrepreneurial foresight and other relevant socio-demographic factors has not been made explicit or empirically testable to date. Moreover, as entrepreneurial orientation theories have emerged primarily from research among the developed countries, it is vital to observe the scope of applicability in the milieu of developing countries such as India where the policy makers are looking upon the younger generations as the future pool of entrepreneurs and employment originators.

Place of Residence

It is certainly true that entrepreneurial ideas begin with inspiration (Delmar & Shane, 2003). The literature identifies individual domains (e.g. personality, motivation, and prior experience) and contextual variables (e.g. social context, markets, and economics) as the two dimensions responsible for the formation of entrepreneurial intentions (Bird, 1988). The first one includes demographics, personal traits, psychological characteristics, individual skills and prior knowledge, individual network and social ties. The second one encompasses environmental support, environmental influences and organizational factors. The literature regarding the role of contextual dimensions, show that environmental influences (e.g. industry opportunities and market heterogeneity; (Morris & Lewis, 1995) and environmental support (e.g. infrastructural, political, and financial support; (Luthje & Franke, 2003) impact entrepreneurial intentions. Only a few studies focusing on nascent entrepreneurship have taken into account the residential location of individuals. The meager evidence accumulated to date indicates that people in urban locations are more likely than their rural counterparts to become a nascent entrepreneur (Arenius & De Clercq, 2005). Due to the density of people and organizations, urban and especially metropolitan locations provide more opportunities than their rural counterparts (Jacobs, 1961). However, despite decades of research, scholars currently have only a limited understanding of the factors or of the processes through which entrepreneurial intentions develop and come into existence (Markman, Balkin, & Baron, 2002).

Review of Literature

Research on entrepreneurship has continuously been using a few selective lenses and often used to ignore the family background dimension (Chrisman et al, 2003). Ishfaq et al (2010) found that individuals' prior exposure to entrepreneurship in practice, both direct and indirect through their family background in business was significantly linked to their attitudes regarding entrepreneurship. An Australian study of undergraduate university students (Drennan et al. 2005) found that a family business background and a positive family background experience had a significant impact on the desirability to start a business. Wang and Wong (2004), and Moriano et al. (2007), have also found empirical support for the positive relationship of the family background with entrepreneurial intent. Phan et al. (2002) found that in Singapore and Australia, students were more likely to commence new ventures upon graduation if their parents are in businesses. Chan's study (1996) on family-related matters found that not all the variables under the category of family-related matters are significantly affecting entrepreneurial orientation. Krueger (1993) stated that one can distinguish students from entrepreneurial families in terms of preference to business start up attitudes than those from non-entrepreneurial families. The National Knowledge Commission (2008) found that, 'family background' was the prime motivating factor among the second generation. Goel et al. (2006) tested more than 5,000 respondents in India and China and found that those from families with business as major occupations were more positive in their attitude. Results from Indian studies show the youth from business families to be more positive in attitude for all items than those from families with service as the main family occupations.

Objective

The principal aim of this research is to identify the impact of the place of residence on the skills of entrepreneurial foresights in specific and entrepreneurial orientation in general.

Hypothesis

The exposure to entrepreneurial activities through the place of residence exerts a strong influence on entrepreneurial foresight/orientation of potential entrepreneurs.

Methodology

The most probable source of future entrepreneurs is the youth of a country. They are the product of the society and reflect the prevalent attitudes (Veciana, Aponte, & Urbano, 2005). A sample of 200 final year postgraduate management students were selected randomly from leading management institutes in Warangal region of Andhra Pradesh. Respondents were given a schedule of four statements (Table - 1), purposefully developed denoting the components of foresight as prescribed by Slaughter (1995), to be marked on a five level Likert scale denoting 1 = not at all agree to 5 = strongly agree. The responses are tested with ANOVA and post-hoc test for observing variations with the help of SPSS-20.

Table-1: Entrepreneurial foresight with components and corresponding statements

Component	Statement
Consequent assessment	I am ready to face any type of risk occurring in future consequent to my present decisions.
Envisioning scenarios	I can anticipate the potential problems likely to occur in future.
Proactive assessment	I can forecast the future implications of a particular current situation.
Early warning	I will not be disturbed by the primary set-backs in my tasks.

Results and Analysis

The places of residence have been categorized, for the purpose of the present study, into three types: i) Metro area; ii) Urban area; and iii) Semi urban / rural area. Each of the four component of foresight is tested for variance between the sample groups hailing from three different places of residence and the corresponding means are compared for an in-depth understanding (Table-2). After multiple comparisons of the mean values of the three groups through Tukey's technique, corresponding 'cluster boxplot' also has been generated to make the analysis more comprehensive.

Discussion:

Variance: Equal variances across samples are called homogeneity of variance. Data are first subjected to Levene's test to establish the assumption of equality of variances for ANOVA. The resulting P-values for all the four components are significant at 0.05 level (Table-2) indicating that the obtained differences in sample variances are unlikely to have occurred based on random sampling from a population under survey. Thus, the null hypothesis of equal variances is rejected and it is concluded that there is a difference between the variances in the population.

Table-2: Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Consequent assessment	5.682	2	197	.004
Envisioning scenarios	6.804	2	197	.001
Proactive assessment	2.853	2	197	.006
Early warning	9.781	2	197	.000

A one-way ANOVA is conducted to examine whether there are statistically significant differences among respondents with three types of residential backgrounds in relation to their perception regarding four aspects of foresight. Results show highly significant F values indicating wide differences between the two Mean Squares for all the components (Table-3). However, rejecting a null-hypothesis means that 'not all' population means certainly differ. It is not clear whether one or more means vary from each other. Therefore, multiple comparisons are performed through Tucky's technique to understand the group specific variances (Table-5).

Table - 3 : ANOVA

		Sum of Suares	**df**	**Mean Square**	**F**	**Sig.**
Consequent assessment	**Between Groups**	60.194	2	30.097	19.810	.000
	Within Groups	299.306	197	1.519		
	Total	359.500	199			
Envisioning scenarios	**Between Groups**	111.375	2	55.688	35.105	.000
	Within Groups	312.500	197	1.586		
	Total	423.875	199			

Table - 3 : ANOVA

		Sum of Suares	df	Mean Square	F	Sig.
Proactive assessment	**Between Groups**	137.500	2	68.750	48.371	.000
	Within Groups	280.000	197	1.421		
	Total	417.500	199			
Early Warning	**Between Groups**	86.917	2	43.458	30.031	.000
	Within Groups	285.083	197	1.447		
	Total	372.000	199			

Table-4: Group & Component-wise Descriptive

Residential Neighborhood		Consequent assessment	Envisioning scenarios	Proactive assessment	Early warning
Metro area	**Mean**	**2.9444**	**2.5000**	**2.3333**	**2.6667**
	Std. Deviation	1.36045	1.35124	1.20858	1.25421
	Median	**3.0000**	**2.0000**	**2.0000**	**2.5000**
	Variance	1.851	1.826	1.461	1.573
	Skewness	**-.171**	**.279**	**.304**	**.136**
	Interquar tileRange	**2.00**	**3.00**	**3.00**	**2.00**

Table-4: Group & Component-wise Descriptives

Residential Neighborhood		Consequent assessment	Envisioning scenarios	Proactive assessment	Early warning
Urban area	**Mean**	**4.0000**	**4.0000**	**4.0000**	**4.3000**
	Std. Deviation	1.01015	1.01015	1.01015	.78895
	Median	**4.0000**	**4.0000**	**4.0000**	**4.5000**
	Variance	1.020	1.020	1.020	.622
	Skewness	**-.619**	**-.619**	**-.619**	**-.597**
	Interquartile Range	**2.00**	**2.00**	**2.00**	**1.00**
Semi Urban area	**Mean**	**4.0833**	**4.0000**	**4.0000**	**3.4167**
	Std. Deviation	1.19734	1.30189	1.30189	1.39359
	Median	**4.5000**	**4.5000**	**4.5000**	**3.0000**
	Variance	1.434	1.695	1.695	1.942

Multiple Comparisons : The multiple comparisons reveal that the group with high family income range significantly differs with the other two groups on all the four components whereas the low family income group selectively differs with the high as well as middle family income group on three components (envisioning scenarios, proative assessment and early warning) out of the four.

Table-5: Multiple Comparisons

Depedent Variable	(I) Residential Neighborhood	(J) Residential Neighborhood	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Consequent assessment	Metro	Urban	-1.05556*	.21741	.000	-1.5690	-.5421
		Semi Urban	-1.13889*	.20543	.000	-1.6240	-.6537
	Urban	**Metro**	**1.05556***	.21741	**.000**	.5421	1.5690
		Semi Urban	-.08333	.23603	.934	-.6407	.4741
	Semi Urban	**Metro**	**1.13889***	.20543	**.000**	.6537	1.6240
		Urban	**.08333**	**.23603**	**.934**	**-.4741**	**.6407**

Table-5: Multiple Comparisons

Depedent Variable	(I) Residential Neighborhood	(J) Residential Neighborhood	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Envisioning scanarios	Metro	Urban	-1.50000*	.22215	.000	-2.0246	-.9754
		Semi Urban	-1.50000*	.20991	.000	-1.9957	-.1.0043
	Urban	**Metro**	**1.50000***	.22215	**.000**	.9754	2.0246
		Semi Urban	-.00000	.24117	1.000	-.5695	.5695
	Semi Urban	**Metro**	**1.5000***	.20991	**.000**	1.0043	1.9957
		Urban	**.00000**	**.24117**	**1.000**	**-.5695**	**.5695**
Proactive assessment	Metro	Urban	-1.66667*	.21028	.000	-2.1633	-1.1701
		Semi Urban	-1.66667*	.19870	.000	-2.1359	-.1.1974
	Urban	**Metro**	**1.66667***	.21028	**.000**	1.1701	2.1633
		Semi Urban	-.00000	.22829	1.000	-.5391	.5391
	Semi Urban	**Metro**	**1.66667***	.19870	**.000**	1.1974	2.1359
		Urban	**.00000**	**.22829**	**1.000**	**-.5391**	**.5391**
Early Warning	Metro	Urban	-1.63333	.21218	.000	-2.1344	-1.1322
		Semi Urban	.88333	.23035	.000	.3393	1.4273
	Urban	Metro	1.63333	.21218	.000	1.1322	2.1344
		Semi Urban	.88333	.23035	.000	.3393	1.4273
	Semi Urban	Metro	.75000	.20049	.001	.2765	1.2235
		Urban	-.88333	.23035	.000	-1.4273	-.3393

*. The mean difference is significant as the 0.05 level.

Table-5: Multiple Comparisons

Depedent Variable	(I) Residential Neighborhood	(J) Residential Neighborhood	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Envisioning scenarios	Metro	Urban	-1.63333*	.21218	.000	-2.1344	-1.1322
		Semi Urban	-.75000*	.20049	.001	-1.2235	-.2765
	Urban	**Metro**	**1.63333***	.21218	**.000**	1.1322	2.1344
		Semi Urban	-.88333	.23035	.000	-.3393	1.4237
	Semi Urban	**Metro**	**.75000***	.20049	**.001**	.2765	1.2235
		Urban	**-.88333***	**.23035**	**.000**	**-1.4273**	**-.3393**

*. The mean difference is significant at the 0.05 level.

Consequent assessment: The residents hailing from 'metro' locations significantly differ with both urban and semi-urban resident groups regarding their perception of the competency of consequent assessment with considerable mean difference about 1.10 on a scale of 5.00 (table-4&5), while the variance between the latter two sample groups is non-significant.

Envisioning scenarios: The competency of envisioning scenarios elicits similar trend of responses among the three groups with varying levels of exposure to entrepreneurial activities. The metro residents significantly differ with urban as well as semi-urban residents with a mean difference of 1.50 on a scale up to 5.00 (Table 4 & 5). But the urban and semi-urban resident sample groups show more or less similar preferences for the same component.

Proactive assessment: The difference of mean value for metro resident sample group is 1.67 (Tables 4 & 5) with the mean values of their counterparts hailing from urban and semi-urban locations who in-turn do not differ significantly within them as the mean values hover around 4.00 for both the groups.

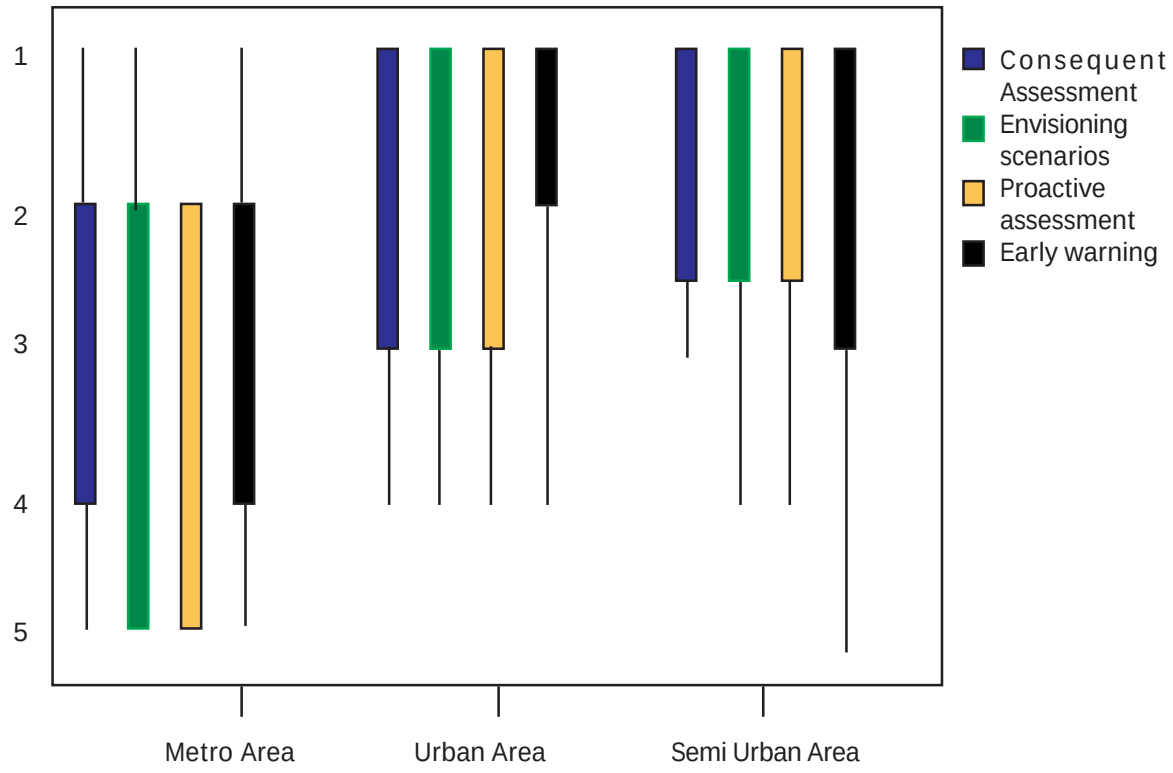
Early warning: The three sample groups with varying levels of exposure to entrepreneurial activities through their place of residence differ significantly within groups as the derived means are 2.66 for metro; 4.30 for urban; and 3.41 for semi-urban residents (Table-4). However, a wider difference (1.63) is observed between metro and urban samples where as the same is around 0.8 for metro versus sub-urban; and urban versus sub-urban samples (Table-5).

Box Plots: The observations from the corresponding box plots are explained in terms of location, dispersion and skewness of the responses of the three groups.

Location (Median): The median values for urban resident sample segment stands at 4.00 and above for all the four components of entrepreneurial foresight, followed by the semi-urban resident group showing a consistent median value of 4.50 for three components and 3.00 for the component of 'early warning' out of the maximum scale of 5.00. But, the

same values for the metro-residents significantly fluctuate between 2.00 to 3.00 for the four components implying that this sample group exibits relatively lesser median values for all the components among the three sample groups.

Dispersion: The variability of responses of the semi-urban sample is much narrower as the interquartile values range between 1.75 and 2.00 for all the four components of foresight. The urban resident sample yield an interquartile value of 2.00 for three components and 1.00 for one component whereas the metro residents show the interquartile values of 2.00 each for two components and 3.00 each for the remaining two components (Table-4 & Figure-1). Thus the metro sample exhibits a wider confusion while the semi-urban sample stands more focused.



Skewedness: The measure of skewedness explains the degree and direction of asymmetry. The distribution of urban and semi-urban residents is skewed to the left as all the values are negative ranging from -0.58 to -0.62 for urban sample and for the semi-urban group, the oscillation much wider as it is between -0.41 and -1.30 (Table-4). The lower tails of the respective box plots for all the four components regarding both urban and semi-urban sample groups are longer than the upper ones indicating that the responses collected lie concentrated on the higher-end of the scale. Thus, the preferences of both these groups are much focused whereas the metro group elicits positively skewed values on three components implying the concentration of responses on the lower values of the measure. Further, the lower and upper tails of the four box plots keep varying implying a wider spread of their responses on respective components.

Outliers*:* Outliers are the extreme values that deviate significantly from the rest of the sample and they can exist above or below the whiskers of the box plot. In

the present data set, the presence of the extreme outliers in the distribution of semi urban resident group for three components (Figure-2) can be the evidence that the population has a non-normal distribution.

General observations: The residents of semi-urban and urban locations show a consistently strong preference for all the four components of foresight as the median values are higher than the upper quartile values and the data set was negative skewed. However, the sample hailing from metro location shows a wider variance and longer dispersion with lesser median values. Thus, the metro resident sample stands apart from their counterparts from urban and semi-urban locations.

Conclusion

From the analysis of data, it can be concluded that the entrepreneurial foresight is strongly impacted by the levels of exposure to entrepreneurial activities through place of residence. The urban and semi-urban sample groups exhibit similar trend in their responses for a majority of components except for one (early warning) where they differ with each other while jointly differing with the metro resident groups. The metro residents relatively trail behind the other two groups on all the components of foresight. However, the existence of outliers in the data set of semi-urban residents indicates a non-normal distribution of the responses. However, the small proportion of outlier-samples do not impact the final analysis of data. Thus, it is concluded that the prior exposure to entrepreneurial activities through place of residence emerges to be a critical determinant of entrepreneurial foresight in specific and entrepreneurial orientation in general.

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