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# Entrepreneurial Inclination among the Local Community: Implications of Gender Difference in Hunting Opportunities

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## ARTICLE DETAILS ABSTRACT

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Entrepreneurship has globally recognized as engine to accelerate economic growth, generation of new business activity, poverty alleviation, human capital development, and most robust instrument to improve the quality of life. Present study was aimed to discuss entrepreneurial inclination among local community. Study was proposed to empirically give a better understanding about the role of gender difference in hunting entrepreneurial opportunities. Purposive and simple random sampling techniques were used to collect data from 372 respondents in urban Faisalabad, Pakistan. Results confirmed that men and women were different in hunting entrepreneurial opportunities. Men were comparatively having higher entrepreneurial inclination in hunting opportunities. Most of the entrepreneur(s) were using social networking in the development of their entrepreneurial ideas. Finally, it is argued that there is need to enhance social mobilization and social integration to explore the hidden potential for enhancing the pool of potential and sustainable entrepreneurs.



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## Introduction

Entrepreneurship has been well recognized to have adequate social and economic implications globally (Alina, 2011). Entrepreneurship has become an agenda for the upheaval of deprived, poor, and constrained resource sections in developing economies (Abdullah and Muhammad, 2008). Entrepreneurial emphasis among countries is not just aimed at poverty alleviation; it also leads to human resource development and improving the quality of life (Coulter, 2001). It has turned into a dynamic factor of vision, change, creation, and innovation (Kuratko and Hodgetts, 2004).

Local community entrepreneurial participation programs among developing economies are being emerged as latest tools for taking initiatives to boost entrepreneurial process which have anticipated ending to increase employment and income (Kader *et al.* 2009), such programs are designed to fulfill three objectives: firstly, to make an effective and sustainable use of natural resources and human capital to escalate growth of economy; secondly, to facilitate commercialization of products and services produced in rural economy; and thirdly, to increase quality of life (Linan *et al.*, 2009; Douglas *et al.*, 2012).

Despite the community entrepreneurial participation programs being continuously supported and funded by emerging economies, they are confronted with problems of lower local community positive inclination toward entrepreneurship, stagnancy, and laggard stereotype behavior (Armitage and Conner, 2001; Devonish *et al.*, 2010). Motivation alone cannot be recognized as the sole factor of community positive entrepreneurial inclination. Adequate information, workability, practicability, and cost effectiveness of the business idea and effective execution of proportions are the triggers to direct the local community into entrepreneurial activity and increase the chances of success (Othman *et al.*, 2011).

Entrepreneurial engagement is a part of an individual's imperative decision-making. Investigations of an individual's entrepreneurial qualities seem to be ambiguous, while this apparently headed issue alters to the focal point (Gadar and Yunus, 2009). However, individuals' personal characteristic and entrepreneurial motivation have been analyzed by several studies as Hisrich and Brush (1982); Kuratko and Hodgetts (2004), and Schollhammer and Kuriloff (1979). Psychological dispositions should be taken at a priority while investigating the role of gender difference in hunting entrepreneurial opportunities (Kalleberg and Heicht, 1991; Sexton and Upton, 1990; Gadar and Yunus, 2009).

Hence, prior entrepreneurial inclination and gender difference studies have focused on individual-level concepts by using sample data of managers and owners of firms. Therefore, there is no obvious understanding of entrepreneurship inclination among the community and the implications of gender differences in hunting business opportunities. In this regard, the present study aimed to assess the implications of gender differences in hunting business opportunities, especially highlighting the entrepreneurial inclination among the local community.

The present study was conducted subsequently. Firstly, literature on components of the study, namely, entrepreneurial inclination and local community, entrepreneurial inclination and hunting business opportunity, and gender implications and entrepreneurial inclination, was briefly described. Secondly, we developed a study hypothesis regarding the role of gender differences in hunting entrepreneurial opportunities. Afterward, research methodology, descriptive and empirical results, with discussion, were presented. Finally, findings of the study, suggestions, and further research dimensions are represented.

## **Literature Review**

### ***Entrepreneurial inclination and local community***

There is no globally accepted definition and model for defining an entrepreneur, what an entrepreneur is or what an entrepreneur does (Churchill and Lewis, 1986), so defining an entrepreneur is quite challenging for academic researchers. According to different schools of thought there are various insights of the underlying values in entrepreneurial inclination are improving management, responding to future needs, adaption, and change. (Chunninghan and Lischeron, 1991).

Entrepreneurial process led to innovation and generation of new business activity through four dimensions, namely are; role of individual, organizational structure, market environment, and

collaborative process assisted by networking, and government regulations (Kuratko and Hodgetts, 2004). While Barringer and Ireland (2012) defined entrepreneurship as “the process in which an individual seeks opportunities to get ownership of resources that they currently don’t have”. Nga and Shamuganathan (2010) give a broad and general definition of entrepreneurship as “individuals (s) are catalyst in the entrepreneurial process; they look at opportunities, utilize limited resources, and enhance productivity, efficiency in constrained resource environment”.

Entrepreneurship with the perspective of community development is defined as the social process adopted by a group of individuals at their vicinity to bring positive economic change in their social, economic, cultural and market environment (Christianson and Robinsob, 1989; Korsching and Allen, 2004). According to Somerville and McElwee (2011) a community is said to be an entrepreneurial community when its members, acting as managers, owners, and employees make collaborate in creation, identifying a new market opportunity, and respond to it in an organized way. However, Peredo and Chrisman (2006) argued that it is the development agencies that pursue development activities in a community instead of community members, it clarifies the idea of ownership of resources and incentive mechanism that is not present while working as a whole.

Entrepreneurial involvement among the local community subsequently to focus on the development of several activities i.e., tourism industry development. Literature on community entrepreneurial engagement suggested that the development of modern tourism is the result of community entrepreneurial development (Aref *et al.* 2010). Across the countries community-based tourism development has become an agenda to alleviate poverty and enhance income redistribution (Razzaq *et al.* 2011). Hence, literature revealed that the extent of positive entrepreneurial inclination among the local community faces up to a major challenge in community entrepreneurial participation and hunting business opportunities.

### ***Entrepreneurial inclination and hunting business opportunity***

Community entrepreneurial development requires an appropriate environment to seek opportunities, innovate, and develop it into a larger organization. However, entrepreneurial potential<sup>1</sup> demands for potential entrepreneurs (Krueger and Brazeal, 1994). Need for development of potential entrepreneurs requires an environment to be rich in prior entrepreneurs, but the environment has fair place for potential entrepreneur to grow and enhance entrepreneurial activity (Rotefoss and Kolvereid, 2005). Katz (1990) developed “three hurdles model” for initiating an entrepreneurial activity which are; aspiration, preparation, and entrance into a business activity. In this way; aspiration hurdles occur during individual’s inclination toward entrepreneurship; preparation refers to individual’s observation process, scanning to market environment, gathering resources, getting trained and networking to perform better; and entrance refer for problems confront to new entrance in market.

Significance of the dimensions of entrepreneurial entrance by the work of Vivarelli (2004), it highlights the entry level aspects in entrepreneurial activity. It inferred “entrepreneurial entry” as a dynamic process initiating from development of business idea, running into foundation of a firm, and establishing it into a profitable firm. Moreover, Vivarelli (2007) in this regard mentioned three aspects of entrepreneurial entrance as; first, it is the process dealing to anticipation of profit trigger while entrepreneurial entry and consideration of barriers are taken into account at the same time; second, to focus “push factors” of entrepreneurial entry, related environmental and individual characteristics; finally, to focus the post-entry aspects and firms’ performance i.e., growth, survival

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<sup>1</sup> Entrepreneurial potential defines the extent of firm(s) or individual(s) entrepreneurial abilities of proactiveness, innovativeness, risk taking, autonomy and complete aggressiveness.

and exit. Hence, the study concluded that the availability of productive information and the degree of determination are probable increasing factors of entry among potential entrepreneurs.

On the other hand, theory on entrepreneurial activity states that entrepreneurial activity might be created in only one situation when individual perceives entrepreneurship more feasible and desirable in comparison to available alternatives (Lifian *et al.*, 2011). However, three individual perceptions in entrepreneurial inclination represented by Crueger and Carsrud (1993) are; individual behavior toward entrepreneurial activity, subjective norms, and self-sufficiency (Linan *et al.*, 2011). There are numerous researchers have revealed that entrepreneurial inclinations are related to individuals (s) intentions and attitude (Ali *et al.*, 2011; Tariq, 2011; Linan *et al.*, 2011). In view of some academic scholars (Bird, 1988; Katz and Gurtner, 1988; Krueger and Brazeal, 1994), entrepreneurship is the consequence of planned behavior<sup>2</sup>, internal locus of control, and intentional behavior<sup>3</sup>. However, entrepreneurial activity can neither be created instantly nor intentionally and accidentally (Aviram, 2010).

At an early stage entrepreneurial process tends to deal with the detection of opportunities and finalizing procedures to act upon rationally. Knowledge based on an individual's experience is a central factor to affirm one's abilities in recognition of opportunities (Corbett, 2005). The theory of human capital states that "it is the knowledge which gives the higher cognitive ability, enhances productivity and efficiency to detect entrepreneurial opportunities. Formal institutions are not the sole mode of human capital development; it also developed through experience and learning in field (Alvarez and Rodrigues, 2011).

Entrepreneurial opportunity development happens when potential entrepreneurs seek to engage, convince and in line other social factors to discuss, manage and interpret ideas own ideas in result of productive discussions (Dimov, 2007). A potential entrepreneur did not act or think alone, however he must tend to keenly engage in information exchange and value others productive input in the surrounded community. In this regard, entrepreneurial development is in line to opportunity development, valuing others productive ideas, interpretation of ideas and focusing existing entrepreneurial activities (Ardichvili *et al.*, 2003; Gielnik *et al.*, 2012; Scott and Venkataraman, 2000).

On the other hand, recognition to entrepreneurial opportunity among nascent entrepreneurial start-up may outcome in impending to entrepreneurial process. Information exposure is significantly consequent to entrepreneurial opportunity recognition (Ozgen and Sanderson, 2006). Singh *et al.* (1999) explored that social networking is a crucial component in discovering and hunting entrepreneurial opportunities. Moreover, individual(s) depends on different sources in getting information to hunt an entrepreneurial activity. Qing (2009) stated that it is the social networking which provides with about half of the total prevailing entrepreneurial opportunities, and remaining half individual(s) hunt itself. In addition Hills and Singh (2004) empirically revealed that about 62 percent of entrepreneurial opportunities are result of social networking and comes from family, friends and business associates.

Therefore, considering the given literature, the significance of entrepreneurial inclination and hunting business opportunity is undeniable. Whether hunting entrepreneurial opportunity utilized information from potential and existing entrepreneurs, in several cases it is believed it may occur

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<sup>2</sup> Planned behavior is psychological term based on theory of planned behavior refers to relate individuals beliefs and behavior (Ajzen, 1985).

<sup>3</sup> Intentional behavior is a folk psychological term which explains human behavior on the basis of belief factors, mental states, and internal desires (Astington, 1993; Perner, 1991).

from both. Hills and Singh (2004) illustrated that hunting entrepreneurial opportunity may occur at the start and as well as recurring process in entrepreneurial life cycle.

### ***Gender implications and Entrepreneurial Inclination***

Several studies have reported the role of gender differences in hunting entrepreneurial opportunities (Ljunggren and Kolvereid, 1996). Simpson (1991) revealed that autonomy to think, to act and accepting challenging environment are motivational factor for women to become entrepreneur. However, finding of Verheul *et al.* (2001) exhibits controversial relation between gender and entrepreneurial inclination; being a man there is comparatively greater positive effect of decision making in line to be entrepreneur and it act as exit to unemployment. In addition, Giacomini *et al.* (2007); and Wagner (2005) described that being a man there is higher probability to start a nascent entrepreneurial activity. Conversely, empirical results of Block and Sandner (2009) failed in finding a significant effect of gender in entrepreneurial opportunity versus entrepreneurial necessity.

Pines and Schwartz (2008) using Schneider's Attraction Selection Attrition (ASA) model revealed that there is a few gender differences in entrepreneurial process are in values and traits, willingness to start entrepreneurial activity possess large gender differences, and who will tend to start entrepreneurial activity among gender hold a small gender differences. Orhan and Scott, (2001) explained to date a flow of research work focused the role of gender differences in entrepreneurial motivational factors. Therefore, use of "push" and "pull" factors have become a popular tool to explain gender differences in entrepreneurial inclination. Use of "push factors" as component of entrepreneurial necessity i.e. resource deficit, dissatisfaction due to lower salary, complexity in finding work and need for flexible working schedule. Whereas "pull factors" in entrepreneurial inclination relate to self fulfillment, autonomy, liberty, desire for higher income entrepreneurial drive, power and symbolic social status.

However, Alvarez and Rodrigues (2011) claimed that there is also evidence which suggest that gender differences are not same for hunting entrepreneurial opportunities. In addition Johnsen and McMohan (2005) reported that such differences are due to the learning, thinking, experience and reasoning process of men and women. Moreover, Qing (2009) suggested that hunting entrepreneurial opportunity is a cognitive process depends upon individual entrepreneur. In their empirical estimation Detienne and Chandler (2007) proclaim that through fundamental process of searching an entrepreneurial opportunity men and women employ distinctive abilities of human capital to hunt entrepreneurial opportunities. Based on the above extensive review following research hypothesis was developed;

### ***Research hypothesis***

*H1: Gender differences have a significant impact on hunting an entrepreneurial opportunity.*

## **Methodology**

Present study was aimed to discuss entrepreneurial inclination among local community. Study was proposed to empirically give a better understanding about the role of gender difference in hunting entrepreneurial opportunities in Faisalabad, Pakistan. Through the use of purposive and simple random sampling techniques; a survey was conducted by employing well designed questionnaire through qualitative method to collect information concerning the entrepreneurial inclination and implications of gender difference in hunting opportunities. Data were collected from 372 (186 male and 186 female) respondents at various residential colonies and towns of Faisalabad city.

Entrepreneurial inclination among local community was measured upon the basis of questionnaire adopted from Westhead *et al.* (2005). Determinants of study pertaining individual's attitude toward hunting entrepreneurial opportunity were measured at 5-point liker scale and percent intentions.

## Results

Descriptive statistics of study variables are represented in mean score and standard deviation (Table 1). It revealed that most of the responses were obtained positive (mean score greater than 3), which indicate that respondents were mostly likely be in agreeableness with the study variables. Results depicted that inclination factors behind the entrepreneur(s), and the statements showed intentional factors responsible for entrepreneurship. It was examined that respondents with development of their entrepreneurial idea through conversation with other peoples (3.549) was ranked first; respondents with market driven entrepreneurial idea development (3.523) was ranked second; and third was respondents with entrepreneurial idea based on their ancestral knowledge (3.147). Whereas respondent with entrepreneurial idea based on indigenous knowledge were lowest among the all categories. To sum up, most of the respondents were using social networking in development of the entrepreneurial ideas.

Table 1: Descriptive statistics of study variables

Statements	Mean	St. Deviation	
My entrepreneurial idea was strictly mine alone/self generated	3.015	1.062	
I was pioneer in creating my entrepreneurial idea	2.234	1.048	
My entrepreneurial idea was market driven	3.523	1.083	
My entrepreneurial idea was based on indigenous knowledge	2.165	1.032	
My entrepreneurial idea was based on my education and knowledge	3.104	1.052	
I draw entrepreneurial idea while conversation with others	3.549	1.086	
I draw entrepreneurial idea after a deliberate effort and search	3.016	1.026	
Incentive and fund seeking was drivers of my entrepreneurial idea	2.864	1.031	
My entrepreneurial idea was technology driven	2.464	1.024	
My entrepreneurial idea was based on unintentional process/Accidental	2.276	1.018	
My entrepreneurial idea was not mine	2.462	1.026	
My entrepreneurial idea was based on ancestral knowledge	3.147	1.049	

Implications of gender differences in hunting entrepreneurial opportunities were statistically measured by using t-test (Table 2). Results depicted that there were several differences in entrepreneurial idea development among; being pioneer, education and knowledge base, social networking (idea development while conversation with others), incentive and fund seeking, and technology driven in line to hunting entrepreneurial opportunities between men and women. Hence, results supported H1, and it was concluded that men were comparatively likely to having higher entrepreneurial inclination in hunting opportunities. Findings of the study also in line with research work of DeTienne and Chandler (2007); Franck (2012); Morrison (2000); and Shane (2003).

Table 2: T-test results for implications of gender differences in hunting opportunities

Gender (Mean)	Men	Women	t
Statements			
P			
My entrepreneurial idea was strictly mine alone/self generated		3.636	3.066
3.29 0.00*			
I was pioneer in creating my entrepreneurial idea	2.894	2.648	3.42
0.03**			
My entrepreneurial idea was market driven	3.462	3.214	3.54
0.01*			

My entrepreneurial idea was based on indigenous knowledge 0.04**	2.946	2.093	2.76
My entrepreneurial idea was based on my education and knowledge 0.00*	3.116	3.276	3.28
I draw entrepreneurial idea while conversation with others 0.02**	3.465	2.747	3.12
I draw entrepreneurial idea after a deliberate effort and search 0.00*	3.114	2.825	3.02
Incentive and fund seeking was drivers of my entrepreneurial idea 0.03**	3.064	2.614	2.84
My entrepreneurial idea was technology driven 0.00*	3.272	2.781	2.48
My entrepreneurial idea was based on unintentional process/Accidental 0.02**	2.002	2.014	2.04
My entrepreneurial idea was not mine 0.01*	2.468	2.848	2.54
My entrepreneurial idea was based on ancestral knowledge 0.00*	3.114	3.164	3.22

\*,\*\* Statistically significant at 1, and 5 percent probability level respectively.

## Conclusions

Empirical results confirm that men and women were different in hunting entrepreneurial opportunities. Results revealed that men were comparatively having higher entrepreneurial inclination in hunting opportunities. Results concerning the gender implications in hunting entrepreneurial opportunities depicted that there were several differences in entrepreneurial idea development among; being pioneer, education and knowledge base, social networking (idea development while conversation with others), incentive and fund seeking, and technology driven in line to hunting entrepreneurial opportunities between men and women. On the other hand results for descriptive statistics exhibited that most of the entrepreneur(s) were using social networking in development of the entrepreneurial ideas.

Hence, findings of the study highlighted the significance of local community (social network) to boost the entrepreneurial activity and enhancing entrepreneurial inclination among potential entrepreneurs. Finally, it is argued that there is need to enhance social mobilization and social integration to explore the hidden potential for enhancing the pool of potential and sustainable entrepreneurs.

However, this survey was conducted on respondents in urban Faisalabad, Pakistan; therefore, findings of the study are not transferable for other regions of the country and world. Thus, there is need to conduct further researches at country level across the world to generalize the findings.

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