


# The Influence Of Attitude, Motivation, Personality On Students' Entrepreneurial Interests Through The Family Environment As A Mediation Variable On Students Of The Management Study Program, Makassar State University

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<b>Keywords:</b> Attitude, Motivation, Personality, Family Environment, Entrepreneurial Interest	This study aims to determine how much influence attitudes, motivation, and personality have on entrepreneurial interest through the family environment as a mediating variable in Management Study Program students at Makassar State University, both direct influence and indirect influence. The research method used in this study is a quantitative method with Structural Equation Modeling (SEM) analysis using a questionnaire as a research instrument, and the analytical tool used is SmartPLS version 3.0. From the results of this study it was found that attitude has a positive but insignificant effect on entrepreneurial interest, motivation has a positive and significant effect on entrepreneurial interest, personality has a negative and insignificant effect on entrepreneurial interest. Furthermore, attitude and personality have a positive but insignificant effect on family environment, motivation has a negative and insignificant effect on family environment, family environment has a positive and significant effect on entrepreneurial interest. Attitude and personality have a positive but insignificant effect on entrepreneurial interest through the family environment, Motivation has a negative and insignificant effect on entrepreneurial interest through the family environment.
This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license 	<b>Corresponding Author:</b> Widhi Nugraha Sumiharja Darmawinata STIEM Bongaya <a href="mailto:widhinugrahasd@gmail.com">widhinugrahasd@gmail.com</a>

## INTRODUCTION

Business among students is now mushrooming, in addition to being a compulsory or elective course in various faculties. This seems to have become a trend, the term is not business is not cool. The scale also varies, from small ones such as selling credit to large ones such as making sales outlets. The desires or students are indeed diverse, some really want to be serious about business because they want to meet their needs, follow suit, fill their free time and so on. Actually, this is very good for the mindset of students not to always be civil servants or employees. However, because their status is still a student, there must be consequences[1]. There are risks that will occur if you do business while a student. Like, how do you manage your time to study or do business? And as a student, you should be aware and understand

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that studying is the main thing. However, there are also many students who are successful in business who choose to be absent for a while because their time is taken up by taking care of business[2]. For students who are serious about wanting to do business, it is advisable to start a small business first. At this point, it is because it is very important to form a mentality to become an entrepreneur first rather than chasing profit[3]. Forming this mentality is difficult, there will definitely be a lot of pressure that will be faced such as shame, ridicule from friends, even the lack of support from family. If the mentality has been formed, students will easily find opportunities in any form.

Students of the Management Study Program, Faculty of Economics, Makassar State University are also oriented to become entrepreneurs, this is in line with the vision and mission of the Management Study Program and Makassar State University. To foster interest in entrepreneurship itself is influenced by several factors, namely, attitude, motivation, personality, and family environment. A form of expression of feelings of support or someone's partisanship (happy-unhappy or like-dislike) towards something or an object that can be associated with his work[4]. that the attitude of an entrepreneur can be seen in his daily activities which are disciplined, highly committed, honest, creative and innovative, and independent [5].

### **Literature**

#### **Attitude**

In the theory of planned behavior owned by [6] attitude is believed to be one of the factors that form the birth of a person's intention and will then directly affect behavior. Therefore, understanding a person's intention to become an entrepreneur can reflect a person's tendency to establish a real business. [7] states that entrepreneurial attitude is a person's tendency to think (cognitive), feel or emotional (affective), and behave (conative) from a person in working with efforts to find, create, apply new ways of working, technology and products by increasing efficiency by providing good service to obtain great benefits. [8] in his research stated that attitude means a favorable evaluative reaction to something and is exhibited in a person's beliefs, with behavior. In addition [6] said that attitude is a disposition to act positively or negatively towards an object, person, institution or event.

#### **Motivation**

According to Herzberg in [9] motivation consists of intrinsic and extrinsic, where a person's drive to become an entrepreneur can be through passion and enthusiasm within themselves. As well as external influences, such as entrepreneurial activities. A person's motivation that drives the person to do something, including becoming a young entrepreneur [5]. [2] explains that motivation in entrepreneurship is motivation to achieve entrepreneurial goals which include recognizing and exploiting business opportunities. Motivation according to Maslow in [10] explains that the needs in each hierarchy must be met before the next need because every human being in the hierarchy of needs must move up from one level to the next.

## Personality

According to [11] personality is a trait or characteristic or style or nature of a person that is formed by environmental factors. Personality is a unique character or characteristic that makes someone different from others Fromm in [12]. According to Horton in (Ekawati, 2015) personality is the overall attitude and expression of a person, which will be realized when faced with a certain situation. So, people have a tendency to behave in a standard or consistent manner so that it becomes their characteristic.

## Family Environment

The most important environment for a child is the family environment, because most of the child's life is in the family. In the family environment, children experience socialization for the first time, where children are taught and introduced to various life values and form and develop the child's personality in their social function, which of course will be useful for their future. [13] the family environment, especially parents, plays an important role in the growth and development of children. Parents also play a role as an influence on their future. This means that indirectly parents can also influence their children's interests in choosing a job, including in terms of becoming entrepreneurs. [14] the family is where the main activities of an individual's life take place so that the family becomes the first and main institution in human resource development. [12] said that there is an influence from parents who work alone, or have their own business, there is a tendency for their children to also become entrepreneurs. This situation often inspires children. Children who have parents who are entrepreneurs or live in an entrepreneurial family environment will gain knowledge in the early days so that they form attitudes and perceptions about the belief in entrepreneurial abilities.

## Interest in Entrepreneurship

Interest is a feeling, hope, stance, and other tendencies that can direct an individual to a choice. [15] interest in entrepreneurship is the willingness to work hard and diligently to achieve progress for a business, the willingness to bear the risk related to the actions taken, the willingness to take the path and the willingness to learn from experience. Basically, interest is the acceptance of a relationship between oneself and something outside of oneself. The stronger or closer the relationship, the greater the interest [16]. If someone has been serious about something, then the interest will lead someone to pay more attention to detail and have the desire to participate or own the object.

## METHODS

This research is a qualitative research using a quantitative approach, because the data obtained will be presented in the form of numbers and processed using statistical analysis. The objects in this study were students of the Management Study Program, Faculty of Economics, Makassar State University. The sample used in this study used the purposive sampling technique. Purposive sampling is a sampling determination technique with certain considerations. The data collection technique in this study used a questionnaire created using a google form. The population in this study were students of the Management Study Program,

FE UNM, class of 2021. The data analysis technique in this study used the Structural Equation Modeling (SEM) model, namely Partial Least Square (PLS) to test and analyze data. The purpose of using Smart PLS is to predict the relationship between constructs, confirm theories, and the relationship between latent variables. In using SmartPLS to analyze data, there are several stages that will be carried out, namely:

1. Measurement model or outer model analysis aims to test the validity and reliability of the construct of each indicator.
2. Structural model analysis or inner model aims to predict the relationship between latent variables. The inner model is evaluated by looking at the percentage of variance explained, namely by looking at the R-Square value for the endogenous latent construct.

## RESULTS AND DISCUSSION

### Research result

Before conducting data analysis, the characteristics of the respondents' identities are described first with the aim of providing a profile description of the respondents who were used as samples in this study. In this study, the characteristics of respondents can be categorized into several parts, namely gender, student concentration, coming from entrepreneurial or non-entrepreneurial families. The purpose of this categorization is to identify research respondents specifically in order to understand behavior in this case the interests of respondents/students. For more details, the grouping of respondent identity characteristics can be described as follows.

**Table 1.** Respondent Characteristics

Characteristics		Total (N=81)	Percentage (%)
Gender	Man	22	27.16
	Woman	59	72.84
Concentration	Financial management	3	3.70
	Marketing Management	10	12.34
	Human Resource Management	68	83.96
Family Background	Businessman	32	39.5
	Non Entrepreneur	49	60.5

Source: Primary Data, 2024

Based on the table above, it can be seen that the number of female respondents is greater in this study, which is 72.84 percent, when compared to the number of male respondents which is only 27.16 percent. This is because the number of female respondents in this study population is greater than that of male respondents. In recent years, the number of students in the Management Study Program, FE UNM has indeed been dominated by female students when compared to the number of male students, including the 2021 intake which is also dominated by female students compared to the number of male students. Then in the Management Study Program it is divided into three concentrations, namely, financial management concentration, marketing management, human resource management. above

shows that respondents/students concentrating on human resource management dominate the sample in this study, which is 83.96 percent. This is because the number of respondents with a concentration in human resource management is greater and more interested in being used as research samples. In this study, the researcher also differentiates the family background of students/respondents into two categories, namely those with an entrepreneurial and non-entrepreneurial family background. After conducting the research, more respondents came from non-entrepreneurial family backgrounds, namely 60.5 percent.

### Measurement Model

This study uses the PLS-SEM method as an analysis method with two stages of analysis, namely outer model analysis and inner model analysis (Hair et al., 2014). Outer model analysis is used to check whether the measurement indicators used are valid and reliable. The inner model tests the structural model formed and tests the relationship between the variables in the model.

**Table 2.** Validity and Reliability Constructs

Construct/ Item	Loading Factor	$\alpha$	CR	AVE
<b>Attitude</b>				
a. Want to create something	0.594	0.822	0.872	0.589
b. Like to be involved in the whole process of activities	0.504			
c. Believe in success if you become an entrepreneur	0.843			
d. Have entrepreneurial skills	0.913			
e. Have the skills to succeed as an entrepreneur	0.891			
<b>Motivation</b>				
a. Motivation to get big profits	0.689	0.876	0.900	0.502
b. Can set your own work schedule	0.711			
c. Free to determine the amount of profit received	0.684			
d. Optimistic about being successful as an entrepreneur	0.803			
e. Entrepreneurship is a dream	0.628			
f. Future entrepreneurship will be guaranteed	0.690			
g. Be patient in trying to develop your business	0.686			
h. Have innovative ideas to develop	0.749			
i. Have the skills to be an entrepreneur	0.725			
<b>Personality</b>				
a. Have an optimistic attitude	0.676	0.885	0.906	0.521
b. Perseverance to achieve goals	0.784			
c. Determination to work hard in achieving goals	0.823			
d. Willingness to take risks	0.570			
e. Able to work together with others	0.563			
f. Willing to accept criticism from others	0.676			
g. Strong desire for achieving results	0.764			
h. Able to create clear goals	0.759			

i. Develop and evaluate yourself to achieve goals	0.822			
Family Environment				
a. The family functions as a model	0.835	0.839	0.891	0.627
b. The family functions as an organizer	0.803			
c. Family functions as learning	0.852			
d. The family functions as a teacher	0.895			
e. Parents treat their children differently	0.513			
Interest in Entrepreneurship				
a. Choosing a career as an entrepreneur after graduation	0.927	0.860	0.915	0.783
b. Prefer to be an entrepreneur rather than an employee	0.824			
c. Can start a business in the next 1-3 years	0.900			

Source: Processed Data, 2024

**Table 3.** Discriminant Validity of Variables (Fornell & Lecker Criterion)

Variables	Personal ity	Family Environment	Interest in Entrepreneurship	Motivati on	Attitu de
Personality	0.722				
Family Environment	0.471	0.792			
Interest in Entrepreneurship	0.281	0.377	0.885		
Motivation	0.431	0.328	0.692	0.709	
Attitude	0.503	0.424	0.601	0.725	0.768

Source: Processed Data, 2024

In the table above, the loading factor value of each indicator is in the range of 0.5-0.9. (Chin, 1998 in Ghazali 2021) loading factor 0.5-0.6 is still considered sufficient, from the outer loading table all indicators are declared valid and are considered to have accuracy in forming variables in this study. The discriminant validity value (AVE) of each variable is above 0.5 which means that more than 50% of all indicators in each variable can reflect the variable. Furthermore, for the reliability test, where the Cronbach's Alpha and Composite Reliability values of each variable are above 0.6 which indicates that each variable is reliable.

### Structure Model

After conducting the outer model test, the next step is to test the direct influence between variables and the indirect influence.

**Table 4.** Hypothesis Testing

Variables	Direct Effect		Indirect Effect		P Value
	Path Coefficient	T Statistics	Path Coefficient	T Statistics	
H1 : SK→MB	0.195	1,421			0.155
H2 : MV→MB	0.552	4,337			0,000
H3 : KP→MB	-0.139	1,443			0.149
H4 : SK→LK	0.253	1,550			0.121

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Variables	Direct Effect		Indirect Effect		P Value
	Path Coefficient	T Statistics	Path Coefficient	T Statistics	
H5 : MV→LK	-0.005	0,028			0,978
H6 : KP→LK	0,346	3,108			0,002
H7 : LK→MB	0,178	2,235			0,026
H8 : SK→LK→MB			0,045	1,130	0,259
H9 : MV→LK→MB			-0,001	0,027	0,978
H10: KP→LK→MB			0,062	1,803	0,071

Source: Processed Data, 2024, Note: SK (attitude), MV (motivation), KP (personality), LK (family environment), MB (entrepreneurial interest. Significance (0.05)

Based on the table above, hypothesis 1: Attitude has a positive but insignificant effect on the family environment, the hypothesis is rejected. Hypothesis 2: Motivation has a positive and significant effect on entrepreneurial interest, the hypothesis is accepted. Hypothesis 3: Personality has a negative and insignificant influence on entrepreneurial interest, the hypothesis is rejected.. Hypothesis 4: Attitude has a positive but insignificant effect on the family environment, the hypothesis is rejected. Hypothesis 5: Motivation has a negative and insignificant effect on the family environment, the hypothesis is rejected. Hypothesis 6: Personality has a positive and significant effect on the family environment, the hypothesis is accepted. Hypothesis 7: Family environment has a positive and significant effect on entrepreneurial interest, the hypothesis is accepted. Hypothesis 8: Attitude has a positive but insignificant effect on entrepreneurial interest through the family environment, the hypothesis is rejected. Hypothesis 9: Motivation has a negative and insignificant effect on entrepreneurial interest through the family environment, the hypothesis is rejected. Hypothesis 10: Personality has a positive but insignificant effect on entrepreneurial interest through the family environment, the hypothesis is rejected.

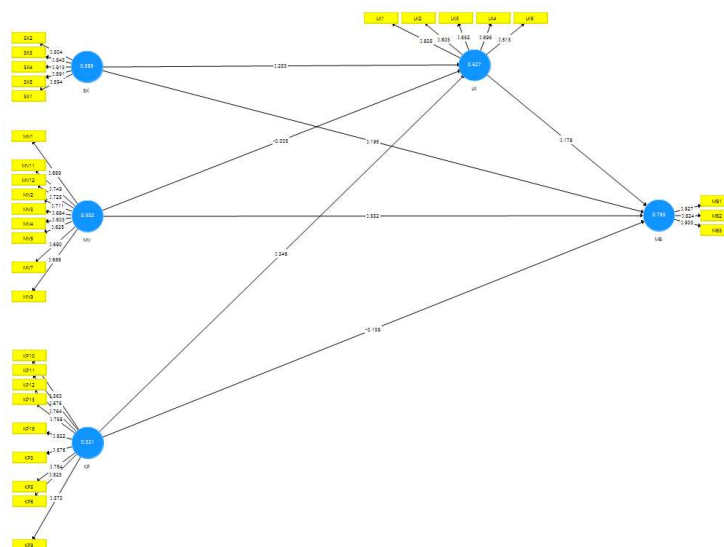


Figure 1. Research Model

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## Discussion

### The Influence of Attitudes on Interest in Entrepreneurship

Based on the descriptive analysis of the influence of attitudes on entrepreneurial interest, it was found that statistically attitudes have a positive but insignificant influence on entrepreneurial interest. Thus, hypothesis one in this study is rejected. In this study, it is said to have a positive but insignificant influence, meaning that the higher the attitude value, the higher the entrepreneurial interest value, but the increase is not strong enough because the influence of the relationship between the variables is low, as seen from the path coefficients and t-statistics values. Based on the descriptive analysis, there are several reasons why attitudes do not have a significant effect on entrepreneurial interest, namely: there are respondents who do not want to be more involved in a work process, have less confidence or are not sure about their own abilities, and lack the skills to start a business. In line with the results of the study [17] that attitudes do not have a significant effect on students' entrepreneurial interest, because most management students are not ready or willing to become entrepreneurs, are not punctual in carrying out an activity, do not dare to take risks, and students' lack of understanding in entrepreneurship causes a decrease in students' interest in entrepreneurship.

### The Influence of Motivation on Interest in Entrepreneurship

Based on descriptive analysis of the influence of motivation on entrepreneurial interest, it was found that statistically motivation has a positive and significant influence on entrepreneurial interest. Thus, hypothesis two in this study is accepted. In this study, it is said to have a significant positive effect, meaning that the higher the attitude value, the higher the entrepreneurial interest value, and the increase is strong because the influence of the relationship between the variables is high, as seen from the path coefficients and t-statistics values. The hypothesis in the study is in line with the results of research [7] that motivation has a significant effect on students' entrepreneurial interest, and [8] that motivation has a significant positive effect on entrepreneurial intentions. There are several reasons why motivation has an influence because they want to get big profits or benefits, are free to determine the amount of profit received, have a high sense of optimism, fulfill needs from entrepreneurial results, have a sense of responsibility for the decisions taken, and are free to develop the ideas they have. In addition, strong motivation helps individuals set clear goals, when someone has a vision or dream that is achievable they are more likely to pursue business opportunities.

### The Influence of Personality on Entrepreneurial Interest

Based on descriptive analysis of the influence of personality on entrepreneurial interest, it was found that statistically personality has a negative and insignificant influence on entrepreneurial interest. Thus, hypothesis three in this study was rejected. In this study, it is said to have a negative and insignificant influence, meaning that the lower the personality value, the lower the entrepreneurial interest value, because the influence of the relationship between the variables is low, as seen from the path coefficients and t-statistics values. The



hypothesis in this study is not in line with the results of the study [18] that there is a significant influence of personality on students' entrepreneurial intentions. [19] personality has a significant influence on students' entrepreneurial interest. Based on descriptive analysis, there are several reasons why personality does not have a significant influence on entrepreneurial interest, namely: thinking too much about one's weaknesses, not being optimistic, not having the ability to speculate, not liking risks and being less realistic in achieving goals, hesitant to work with others, not ready to be criticized. Personality is a state of self that will give status or thoughts to oneself. [20] that personality has a negative effect on entrepreneurial interest. This is because personal background determines a person to make himself have a desire to try or not, background will determine a person's personal side whether he has a desire to be an entrepreneur or not. Individuals who lack self-confidence hesitate to take the risks needed in entrepreneurship. High anxiety can prevent someone from taking important steps in entrepreneurship. Negative views of opportunities and risks make people reluctant to explore business ideas.

#### **The Influence of Attitudes Towards the Family Environment**

Based on the descriptive analysis of the influence of attitudes on the family environment, it was found that statistically attitudes have a positive but insignificant influence on the family environment. Thus, the fourth hypothesis in this study was rejected. In this study, it was said to have a positive but insignificant influence, meaning that the higher the attitude value, the higher the family environment value, but the increase was not strong enough because the influence of the relationship between the variables was small, as seen from the path coefficients and t-statistics values. The results of this study contradict the research hypothesis mentioned earlier. The reasons that cause attitudes to have no effect on the family environment are: differences in personality/behavioral patterns and division of tasks in the home. The level of stress and tension, which ultimately has a negative impact on family members, and poor communication.

#### **The Influence of Motivation on the Family Environment**

Based on the descriptive analysis of the influence of motivation on the family environment, it was found that statistically motivation has a negative and insignificant influence on the family environment. Thus, the fifth hypothesis in this study is rejected. In this study, it is said to have a negative and insignificant influence, meaning that the lower the motivation value, the lower the value of the family environment, because the influence of the relationship between the variables is low, it can be seen from the path coefficients value and the t statistic value. The results of this study are contrary to the research hypothesis mentioned earlier. The reason why motivation does not affect the family environment is due to negative perceptions of risk, if the family considers entrepreneurship as too big a risk, this can reduce the individual's enthusiasm to pursue this interest. Lack of understanding of entrepreneurship, if someone does not understand the entrepreneurial process, then that person does not get the support needed from the family.

### **The Influence of Personality on the Family Environment**

Based on the descriptive analysis of the influence of personality on the family environment, it was found that statistically personality has a positive and significant influence on the family environment. Thus, the sixth hypothesis in this study is accepted. In this study, it is said to have a significant positive influence, meaning that the higher the personality value, the higher the family environment value, and the increase is strong because the influence of the relationship between the variables is large, as seen from the path coefficients and t-statistics values. The results of this study are in line with the hypothesis that has been made, where personality has a significant influence on the family environment. There are several things that can be put forward that cause it to have an influence, namely: someone with an open personality tends to communicate more easily, creating a comfortable environment for sharing feelings and thoughts. Conversely, people who are more introverted may have difficulty expressing themselves, which can cause tension. Individuals with adaptive and compassionate personalities are better able to deal with conflict in a constructive way, while those who are more aggressive or stubborn can increase tension in the family. Personality can influence the roles taken by each family member. People with empathetic personalities tend to be more sensitive to the emotional needs of other family members, creating stronger bonds. A tolerant and open personality to differences can create an inclusive and harmonious family environment.

### **The Influence of Family Environment on Entrepreneurial Interest**

Based on descriptive analysis of the influence of family environment on entrepreneurial interest, it was found that statistically the family environment has a positive and significant influence on entrepreneurial interest. Thus, hypothesis seven in this study is accepted. In this study, it is said to have a significant positive influence, meaning that the higher the value of the family environment, the higher the value of entrepreneurial interest, and the increase is strong because the influence of the relationship between the variables is large, it can be seen from the path coefficients value and the t statistic value. The results of this study are in line with the hypothesis that has been made, where the family environment has a significant influence on entrepreneurial interest. Some aspects that can influence include: 1. Role models, children who grow up in families that run businesses tend to be more inspired to follow in their parents' footsteps. 2. Values and attitudes, families that instill values such as hard work, independence, and innovation will usually encourage family members to think creatively and dare to take risks. 3. Moral and financial support, families that provide support both emotionally and financially can increase an individual's confidence to start a business. This support can be in the form of encouragement, advice, or capital assistance. 4. Access to information, families who have business networks or information about the business world can provide better knowledge and opportunities for their children. 5. Economic conditions, economically stable family environments tend to provide more opportunities to explore entrepreneurship, while difficult economic conditions can lead to uncertainty and lack of

capital. 6. Education, families who emphasize the importance of education often provide their children with the skills and knowledge needed to succeed in entrepreneurship.

#### **The Influence of Attitudes on Entrepreneurial Interests Through the Family Environment**

The results of the descriptive analysis of the influence of attitudes on entrepreneurial interest through the family environment are not proven, although the relationship between these variables shows a positive direction but is not significant. The results of this study indicate that the stronger the attitude value consisting of self-realization and participation and perceived confidence, the stronger the entrepreneurial interest value, but if mediated by family environment variables, it does not have a significant effect on both variables. This is because the family environment does not support or displays a negative view of entrepreneurship and as a result this positive attitude can be reduced. Then if the family prefers a safe and stable career path, entrepreneurial interest can be negatively affected.

#### **The Influence of Motivation on Entrepreneurial Interest Through the Family Environment**

The results of the descriptive analysis of the influence of motivation on entrepreneurial interest through the family environment are not proven, and the relationship between these variables shows a negative direction and is not significant. The results of this study indicate that the lower the motivation value consisting of profit, personal dreams, and independence, the lower the value of entrepreneurial interest, and if mediated by family environment variables, it also does not have a significant effect on both variables. This is because the family environment is less supportive of entrepreneurial ideas, so that a person's motivation is not enough to overcome these obstacles. Personal motivation may not be as strong as the influence of the family environment, especially if support from the family is very minimal.

#### **The Influence of Personality on Entrepreneurial Interest Through the Family Environment**

The results of descriptive analysis on the influence of personality on entrepreneurial interest through the family environment are not proven, although the relationship between these variables shows a positive direction but is not significant. The results of this study indicate that the stronger the personality values consisting of self-confidence, task and result orientation, courage to take risks, leadership, and future orientation, the stronger the entrepreneurial interest value, but if mediated by family environment variables, it does not have a significant effect on both variables. This is because the personality is more introverted or less confident so that it is hampered, coupled with a less supportive family environment because the family environment can be a determining factor in building entrepreneurial interest.

### **CONCLUSION**

Based on the discussion description, it can be concluded that 1: Attitude has a positive but insignificant effect on the family environment, the hypothesis is rejected. Hypothesis 2: Motivation has a positive and significant effect on entrepreneurial interest, the hypothesis is accepted. Hypothesis 3: Personality has a negative and insignificant effect on entrepreneurial interest, the hypothesis is rejected. Hypothesis 4: Attitude has a positive but insignificant

effect on the family environment, the hypothesis is rejected. Hypothesis 5: Motivation has a negative and insignificant effect on the family environment, the hypothesis is rejected. Hypothesis 6: Personality has a positive and significant effect on the family environment, the hypothesis is accepted. Hypothesis 7: Family environment has a positive and significant effect on entrepreneurial interest, the hypothesis is accepted. Hypothesis 8: Attitude has a positive but insignificant effect on entrepreneurial interest through the family environment, the hypothesis is rejected. Hypothesis 9: Motivation has a negative and insignificant effect on entrepreneurial interest through the family environment, the hypothesis is rejected. Hypothesis 10: Personality has a positive but insignificant effect on entrepreneurial interest through the family environment, the hypothesis is rejected. Entrepreneurship-based curriculum, integrate entrepreneurship courses into the curriculum, with a focus on practice and real case studies. Skills enhancement such as training and workshops, because the findings of this study can be the basis for organizing training and workshops that are more focused on developing practical skills, such as marketing, finance, and innovation. Policy support such as incubation programs, educational institutions can develop incubation or acceleration programs to support students who are interested in entrepreneurship, including sustainable funding and guidance. Provision of coworking space, innovation laboratories or business incubators, the role of business incubators in developing entrepreneurship has a very important role in creating an ecosystem that supports students in starting and developing their businesses. A business incubator is a facility or program established to provide various types of support to entrepreneurs including students. Partnerships with industry, encouraging institutions to establish partnerships with the industrial world including MSMEs to provide relevant practical experience for students.

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