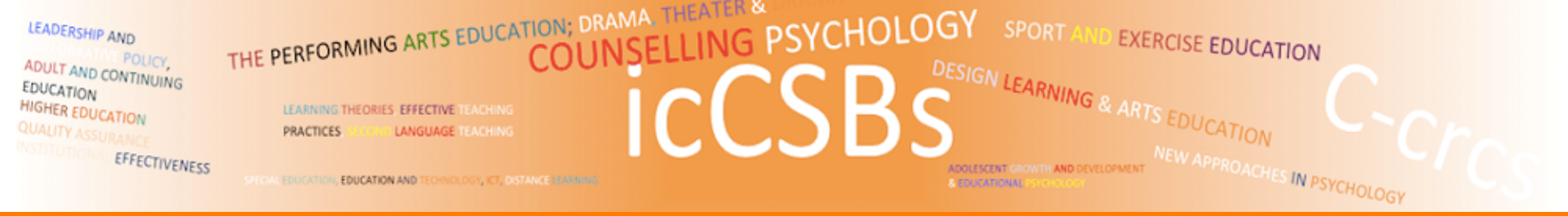

Empowering the Universities' Students Competitiveness and Resilience Through Entrepreneurship Program

Norasmah Othman, Hanim Kamaruddin, Rosilah Hassan, Wan Mimi Diyana Wan Zaki, Sarmila Md Sum, Hariyaty Ab. Wahid

Universiti Kebangsaan Malaysia

Introduction

- The need for producing resilent and competitive graduates. Both of these elements are needed to be instilled and developed among the higher learning institution (HEI) students as preparation to enter the workforce after graduation.
- The education offered in higher institutions have to emphasize on shaping human capital that are not only able to think critically, creatively and innovatively, but also efficient in problem-solving, able to create and make use of opportunities, have strong resilience and competitive streak, while also being able to adapt to the ever-changing global and social environment.
- In reality, university students' resilence and competiveness are not yet meet the objective.

Methodology

- Adopted Quantitative approach.
- Responden: 834 university students'- 396 Enactus students and 438 non-Enactus students.
- Used questionnaires as an instrument: adopted and modified Wagnil (2009) and Slocum et al. (2008) instrument. Findings showed that the instrument validity was 0.30 and above while the reliability that had been tested using Cronbach Alpha also went over the acceptable min of 0.60.

Results

Objective 1: To determine the Malaysian universities' students competitiveness and resilience

Table 2: Comparison of higher institution students' competitiveness level

bil.	variables	mean	s.d	level
	Resilience	3.99	0.35	Moderately High
1	Pressure Resilience	4.01	0.42	High
2	Difficulty Resilience	3.98	0.41	Moderately High
3	Risk Resilience	3.99	0.40	Moderately High
	Competitiveness	3.90	0.38	Moderately High
1	Administration and Planning	3.81	0.47	Moderately High
2	Strategic Planning	3.89	0.49	Moderately High
3	Culture Diversification	3.79	0.54	Moderately High
4	Personal Management	4.08	0.45	High

Results

Table 3. Comparison of higher institution students' competitiveness level

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Results

Objective 2: To compare student competitiveness and resilience between those who were active in entrepreneurship program and those who were not participate in the program

Table 4.Profiles of resilience for enactus and non-enactus students

Element of Resilience (R)	**Enactus Students**		**Non- Enactus Students**	
	Mean (s.p)	Level	Mean (s.p)	Level
R of Pressure	4.11 (0.44)	High	3.93 (0.38)	Moderately High
R of Difficulty	4.06 (0.39)	High	3.90 (0.40)	Moderately High
R of Risks	4.04 (0.39)	High	3.94 (0.40)	Moderately High
Total	4.07 (0.35)	High	3.93 (0.33)	Moderately High

Result

Table 5.Competitive profile between Enactus and non-Enactus students

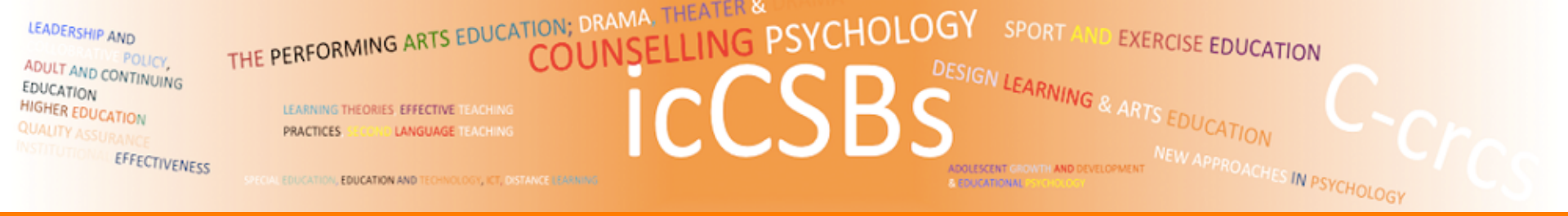
Competitive Elements	**Enactus Students**		**Non-Enactus Students**	
	Mean(std.dev)	Level	Mean (std.dev)	Level
Communication	4.00(0.45)	Moderately High	3.83 (0.42)	Moderately High
Planning and Admin.	3.91(0.47)	Moderately High	3.72 (0.45)	Moderately High
Strategic Planning	3.98 0.46)	Moderately High	3.81 (0.51)	Moderately High
Culture Diversification	3.87 0.55)	Moderately High	3.71 (0.52)	Moderately High
Personal Management	4.10(0.42)	High	4.07 (0.46)	High

Implications for policy/Practice

- The findings of the research shows that the Enactus programme students is not easily defeated by stressful situations.
- Entrepreneurial activities that involved students was proven to effectively inculcate values and habits that are capable to improve the development of their identities.
- Thus, entrepreneurship program offered to students need to be continued in the university because can empower students competitiveness and resilient.

Conclusion

Entrepreneurship programmes proved to be able to improve the students' resilience and competitiveness aspects. Programmes involving entrepreneurship such as Enactus, are excellent programmes for them to participate actively as these programmes covered many matters that can be beneficial to learn. Entrepreneurship programmes organized by the universities in Malaysia proved to be able to close the gap between the academic world and society.



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