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PERSONALITY TRAITS AND ENTREPRENEURIAL INTENTIONS OF BUSINESS ADMINISTRATION STUDENTS OF SELECTED HIGHER EDUCATION INSTITUTIONS IN PAMPANGA, PHILIPPINES

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Abstract

The study aims to identify the personality traits of the business administration students and how these traits affect their entrepreneurial intentions. Specifically, the undertaking tries to examine the (1) significant relationships between the respondents' personality traits and their entrepreneurial intentions; (2) significant difference between the respondents' sex and their personality traits; and (3) significant difference between the respondents' sex and their entrepreneurial intentions. The respondents were randomly selected in the five higher education institutions in Pampanga, Philippines. Using correlational-descriptive research, the undertaking revealed that the respondents' openness to experience, conscientiousness, agreeableness, and

neuroticism have significant relationship to entrepreneurial intentions. On one hand, respondents' extraversion reflects no significant relationship to entrepreneurial intentions. Overall, there is statistically significant relationship between respondents' personality traits and their entrepreneurial intentions. Furthermore, there is statistically significant difference between the respondents' sex and openness to experience, conscientiousness, and extraversion. Contrary, no significant difference was observed between the respondents' sex and agreeableness and neuroticism. In totality, there is a statistical significant difference between the respondents' sex and their entrepreneurial intentions.

Keywords

Entrepreneurship, Entrepreneurship Education, Personality Traits, Entrepreneurial Intentions, Business Administration Students

1. Introduction

Entrepreneurship education has a significant contribution in the economic growth in which it transforms knowledge of such into a venue of practical application. It is an undeniable fact that formal entrepreneurship education uncovers individual's potentials and turns business ideas to widely known and highly profitable businesses. Formation of entrepreneurial capability is one of the key factors in honing one's desire for creating new firm and it subsequently engages with expansion of one's boundaries (Audretsch & Keilbach, 2005).

Simultaneous with the emergence of entrepreneurship education, challenges are still highly risky in the part of policy makers, educators, and academic institutions (Kuratko, 2005). In the Philippines, entrepreneurship education is characterized by development of entrepreneurs through business start-ups but the sad reality is, there is less emphasis on creativity and innovation among students' mindset in higher education institutions. Moreover, there is less support from academic institutions and industries to budding entrepreneurs to start and sustain business ventures (Velasco, 2013). Higher education institutions that offer business administration courses are eminently required to impose highly recommended standards in which the country would be able to improve the status quo of the economy through quality business and management professionals (CHED, Memorandum Order No. 10, and Series 2007). Thus, the emphasis of entrepreneurship education in higher education institutions requires massive study in

order to properly propel economic prosperity in the country.

In the field of psychology and human behavior, personality traits can affect an individual entrepreneurial intention. According to Shaver and Scott (1991), personality traits have proven to be interesting but imperfect predictors of entrepreneurship including starting a business venture, intention to start an enterprise, succeeding in running a venture, and even corporate entrepreneurship. With this, the researchers would like to examine the possible effect of business administration students' personality traits to their intention to venture creation, and this will be the focal point of the entire undertaking.

2. Literature Review

Several literatures have claimed that the entrepreneurship has highly contributed impact on the global economic growth and development. For instance, it has been held that aside from physical capital, human capital and knowledge capital, entrepreneurship capital is also one of the drivers of economic growth. Subsequently empirical evidence showed that regional economic growth is positively associated with entrepreneurship capital (Audretsch & Keilbach, 2004). Moreover, one of the essential keys in economic growth is the emergence of entrepreneurship society. Additionally, the promotion of entrepreneurship capital is to be achieved by emerging entrepreneurship policy in line with economic growth (Audretsch, 2007; 2009). In quantifying data et al., (2008) argued that in emerging economies, entrepreneurship is not dominant while increasing market orientation and expanding economic foundation are primary focus of those who are in growing economies.

In further review, it has been found that there are two variables, positively affecting the entrepreneurial intention of the students namely; entrepreneurship education and perceived behavioral control, being the highest is the former (Fayolle et al., 2006). The notion has been supported by the empirical study that entrepreneurial intention of students is positively correlated to educational and structural support (Turkey et al., 2009). Empirical findings also revealed that entrepreneurship education has the most significant impact in fostering entrepreneurial intention and this is among the variables known as personal entrepreneurial exposure, role of family exposure to business, subjective norms, and ethnic background affecting attitudes (Basu & Virick, 2008). The latter is supported by the study conducted by Peterman and Kennedy (2003),

in which the researchers found that exposure to entrepreneurship education is one of the additional exposures in entrepreneurial intentions models. Furthermore, according to Linen (2008), perceived skills are more significant than values and skills in measuring entrepreneurial intention. Lastly et al., (2013) firmly argued that students who are exposed to entrepreneurship education possess greater entrepreneurial intentions than those who are not exposed to aforementioned type of education.

On the other hand, several literatures mentioned that there are more significant variables which are positively associated to entrepreneurial intention than entrepreneurship education. Indarti et al., (2010) concluded that self-efficacy; environmental factors, age, and gender are significantly associated in predicting entrepreneurial intention. Considering the gender as a variable, it has been found that men possess higher entrepreneurial intentions than their female counterparts (Heilbronn, 2004). The findings has been rebutted by the conclusion set forth by Wilson et al., (2007), in which the researchers argued that women have higher self-efficacy than men, and this as regards on those who are under MBA programs. In terms of religion, entrepreneurs tend to consider religion in making decision making even it is risky in producing short-term business outcomes (Dodd & Gotsis, 2007). The notion has been rebutted by the empirical findings which revealed that increasing associated religious criteria are negatively linked to entrepreneurial participation and perception (Carswell & Rolland, 2004). It has also been held that entrepreneurial disposition and intentions vary depending on the country (Janssen et al., 2011). Iakovleva et al., (2011) concluded that respondents from developing countries have stronger entrepreneurial intentions compared to those from developed nations. This is supported by empirical results that indicated students from developing countries have strong desirability in envisioning for their careers as entrepreneurs (Davey et al., 2011). Meanwhile et al., (2008) revealed that there is a statistical significant relationship and positive link between entrepreneurial intention and credibility.

Several studies and researches also suggested that personality plays a significant role in fostering entrepreneurial intentions (Zhao et al., 2010). This proposition is supported by the study which revealed that creativity and proclivity are positively associated to entrepreneurial intention (Zampetakis et al., 2009). In further argument, Wang et al., (2001) revealed that attitudinal variables have significant impact in building entrepreneurial intention. Empirical

results also showed that there is a positive correlation between individual factors locus of control and entrepreneurial self-efficacy. A study explained that personality traits may affect the level of entrepreneurial desirability thereby revealing positive association (Nga & Shamuganathan, 2011). In case of business major students, Lounsbury et al., (2009) found through empirical study that the aforementioned students scored higher for conscientiousness, emotional stability, extraversion, assertiveness, and tough-mindedness but scored lower on agreeableness and openness. Moreover et al., (2011) observed that students with extraversion and sensing personality traits possess higher level of entrepreneurial intentions. Meanwhile, a study argued that tolerance for risk; perceived feasibility and net desirability are highly significant in predicting self-employment intentions, (Segal et al., 2005).

3. Objectives and Research Framework

The study assesses the personality traits and entrepreneurial intentions of business administration students in Pampanga, Philippines. The variables used in the undertaking were taken from the study of Costa and McCrae (1986). On one hand the entrepreneurial intentions variables were from Linen and Chen (2009).

Specifically, the study has the following objectives:

- Identify the personality traits of the respondents based on Costa and McCrae (1986) study.
- Assess the level of entrepreneurial intentions of the respondents based on the variables of Linen and Chen (2009) study.
- Analyze the significant relationships of the respondents' personality traits and their entrepreneurial intentions.
- Identify the significant difference of the respondents' sex and their personality traits
- Identify the significant difference of the respondents' sex and their entrepreneurial intentions.

Based on the research objectives, the formulated hypotheses are the following:

H₁. There is no significant relationship between the respondents' personality traits and their entrepreneurial intentions.

H₂. There is no significant difference between the respondents' sex and their personality

traits.

H₃. There is no significant difference between the respondents' sex and their entrepreneurial intentions.

Based on the hypotheses, figure 1 reflects the study's framework. Personality traits in the research framework include openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism (Costa & McCrae, 1986).

According to McCrae (1987), *openness to experience* is a personality trait referring to an individual who has curiosity, imagination, and creativity. He or she is a person who looks for new ideas and concepts. On one hand, *conscientiousness* refers to a person's achievement, work motivation, organization and planning, self-control and acceptance of traditional norms, and responsibility towards others (Costa & McCrae, 1992; Roberts et al., 2005; Zhao et al., 2009).

Extraversion refers to individuals with outgoing, warm, and friendly personality. People high on extraversion are typically energetic, active, assertive, and dominant in social situations. They usually experience positive emotions and they have positive outlook in life (Baron, 1999; Locke 2000; Zhao et al, 2009). On the other hand, *agreeableness* is the attitude and behavior of an individual towards others. People high on agreeableness are trusting, altruistic, cooperative, modest, and sympathetic (Zhao et al, 2009). And lastly, *neuroticism* refers to individual's tendency to feel negative emotions like anger, anxiety, and depression (Jeronimus et al., 2014). Individuals with high score in neuroticism are reactive emotionally and vulnerable to stress. They are most likely to take ordinary situations as threatening and minor frustrations as despairingly difficult (Fiske et al., 2009).

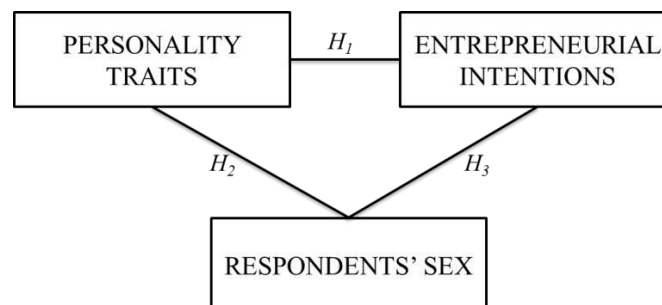


Figure 1: Research Framework

In contrary, entrepreneurial intentions variable was taken from Linen & Chen (2009). Entrepreneurial intentions refer to the individual effort to carry out an entrepreneurial behavior

and it has three (3) motivational factors - attitude toward start-up, perceived behavioral control, and subjective norm (Ajzen 1991; Linen, 2004; Linen & Chen, 2009).

4. Method

A correlational-descriptive research was employed in the research undertaking in order to gauge the relationships between the respondents' personality traits and their entrepreneurial intentions and the significant differences between the respondents' sex and their personality traits and entrepreneurial intentions. The research instrument was composed of two (2) sections, the NEO Personality Inventory (Costa & McCrae, 1986) and Entrepreneurial Intentions (Linen & Chen, 2009).

Table 4.1: Reliability Statistics of NEO Personality Inventory and Entrepreneurial Intentions

NEO Personality Inventory		Entrepreneurial Intentions	
Cranach's Alpha	N of Items	Cranach's Alpha	N of Items
.863	49	.938	20

Table 4.1 shows the reliability analysis results returned by IBM SPSS Ver. 20. The Cranach's Alpha is .863 for the NEO Personality Inventory which means that the instrument has high reliability while the Cranach's alpha of .938 for Entrepreneurial Intentions signifies that the instrument has excellent reliability (Hinton et al., 2014).

4.1 Participants of the Study

The participants of the study were randomly selected from five (5) higher education institutions (HEIs) in Pampanga, Philippines. All these HEIs offer Bachelor of Science in Business Administration or Bachelor of Science in Business Management. A total of 242 questionnaires were retrieved out of 250 survey distributed. These respondents were enrolled in the second semester, academic year 2015-2016.

4.2 Measure

To assess the personality traits and entrepreneurial intentions of the respondents, a 5-point Likert Scales was utilized in both the personality traits and entrepreneurial intentions variables. The variables used for the personality traits were openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism. There were 49 items for this part. On the other hand, there were 20 items in the entrepreneurial intentions. The hypotheses were tested using tests of normality, Spearman coefficients, and Levee's Test for Equality of

Variances.

5. Results and Discussions

5.1 Respondents' Personality Traits

Table 5.1 revealed that the respondents tend to be open to experience, conscientious, and agreeableness while ambivalent to extraversion and neuroticism.

Table 5.1: Descriptive Statistics of Respondents' Personality Traits

Personality Traits	N	Weighted Mean	Standard Deviation	Verbal Interpretation
Openness to Experience	242	3.43	.4316	Agree
Conscientiousness	242	3.40	.4718	Agree
Extraversion	242	3.37	.4059	Neither Agree nor Disagree
Agreeableness	242	3.47	.3816	Agree
Neuroticism	242	3.38	.6787	Neither Agree nor Disagree

5.2 Respondents' Entrepreneurial Intentions

Table 5.2 reveals that the respondents have a strong predisposition towards becoming an entrepreneur and they have strong support from their close relatives, friends and colleagues. They tend to agree on perceived behavioral control and entrepreneurial intentions. This implies a certain amount of hesitation and possibly doubts in terms of their readiness and capacity to be an entrepreneur.

Table 5.2: Descriptive Statistics of Respondents' Entrepreneurial Intentions

Entrepreneurial Intentions	N	Weighted Mean	Standard Deviation	Verbal Interpretation
Personal Attitude	242	4.20	.6475	Strongly Agree
Subjective Norm	242	4.23	.6786	Strongly Agree
Perceived Behavioral Control	242	3.65	.6356	Agree
Entrepreneurial Intentions	242	4.08	.7586	Agree
General Mean	242	4.04	.5317	Agree

It must be noted that all the statements for behavioral control received only an "agree" level from the respondents. Furthermore, the standard deviations, which are relatively high, support the idea that respondents are not homogeneous in their response to the statements. These areas are concerns that must be addressed by the higher education institutions and their business

programs.

5.3 Significant Relationships between Personality Traits and Entrepreneurial Intentions

Table 5.3 reflects the normality test of the different variables of personality traits and entrepreneurial intentions. The tests for normality, both Kolmogorov-Smirnov and Shapiro-Walk, indicate that the sample distributions for the variables are all significantly different from the normal distribution ($p < .05$). This means that the more appropriate test of relationship to use is the nonparametric Spearman's rho. Shapiro-Walk is the more powerful test of normality.

Table 5.3: Test of Normality among Personality Traits and Entrepreneurial Intentions Variables

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Openness to Experience (OE)	.107	242	.000	.961	242	.000
Conscientiousness (C)	.073	242	.003	.979	242	.001
Extraversion (E)	.100	242	.000	.980	242	.002
Agreeableness (A)	.103	242	.000	.985	242	.011
Neuroticism (N)	.061	242	.031	.987	242	.028
Overall Personality Traits (OPT)	.058	242	.046	.980	242	.002
Entrepreneurial Intentions (EI)	.068	242	.008	.983	242	.006

A. Lilliefors Significance Correction

5.4 Correlation Results of the Different Constructs of Personality Traits and Entrepreneurial Intentions

The Spearman's coefficient r_{is} .306 for OE and EI reflects that the two variables tend to increase or decrease together. More specifically, an $r_s = .306$ means that there is "evidence of strong association" or there is an "extremely interesting" association between respondent' OE and EI (Babbie et al., 2007, p.229). Since the calculated p value is .000, which is lower than $\alpha = .01$, the correlation between OE and EI is *statistically significant* at the 0.01 level of significance for a two-tailed prediction.

Table 5.4: Correlation Results of the Different Constructs of Personality Traits and Entrepreneurial Intentions

			Openness to Experience	Entrepreneurial Intentions	Decision - Hypothesis
Spearman's rho	Openness to Experience (OE)	Correlation Coefficient	1.000	.306**	REJECT
		Sig. (2-tailed)	.	.000	
		N	242	242	
	Entrepreneurial Intentions (EI)	Correlation Coefficient	.306**	1.000	
		Sig. (2-tailed)	.000	.	
		N	242	242	
			Conscientiousness	Entrepreneurial Intentions	REJECT
Spearman's rho	Conscientiousness (C)	Correlation Coefficient	1.000	.341**	
		Sig. (2-tailed)	.	.000	
		N	242	242	
	Entrepreneurial Intentions (EI)	Correlation Coefficient	.341**	1.000	
		Sig. (2-tailed)	.000	.	
		N	242	242	
			Extraversion	Entrepreneurial Intentions	ACCEPT
Spearman's rho	Extraversion (E)	Correlation Coefficient	1.000	.126	
		Sig. (2-tailed)	.	.050	
		N	242	242	
	Entrepreneurial Intentions (EI)	Correlation Coefficient	.126	1.000	
		Sig. (2-tailed)	.050	.	
		N	242	242	
			Agreeableness	Entrepreneurial Intentions	REJECT
Spearman's rho	Agreeableness (A)	Correlation Coefficient	1.000	.192**	
		Sig. (2-tailed)	.	.003	
		N	242	242	
	Entrepreneurial Intentions (EI)	Correlation Coefficient	.192**	1.000	
		Sig. (2-tailed)	.003	.	
		N	242	242	
			Neuroticism	Entrepreneurial Intentions	REJECT
Spearman's rho	Neuroticism (N)	Correlation Coefficient	1.000	.158*	
		Sig. (2-tailed)	.	.014	
		N	242	242	
	Entrepreneurial Intentions (EI)	Correlation Coefficient	.158*	1.000	
		Sig. (2-tailed)	.014	.	
		N	242	242	

***. Correlation is significant at the 0.01 level (2-tailed).*

**. Correlation is significant at the 0.05 level (2-tailed).*

The Spearman's coefficient r_s are .341 for C and EI means that there is "evidence of

strong association” or there is an “*extremely interesting*” association between these two variables (Babbie et al., 2007, p.229). Since the calculated p value is .000, which is lower than $\alpha = .01$, the correlation between C and EI is *statistically significant* at the 0.01 level of significance for a two-tailed prediction.

The Spearman’s coefficient r_{ash} is .126 indicating that there is “*moderate/worth noting*” relationship between E and EI (Babbie et al., 2007, p.229). Since the calculated p value is .05, which is higher than $\alpha > .01$, the correlation between E and EI is *not statistically significant* at the 0.01 level of significance for a two-tailed prediction.

The Spearman’s coefficient r_s is .192 indicating that “*moderate/worth noting*” relationship between respondent’ A and EI (Babbie et al., 2007, p.229). Since the calculated p value is .003, which is lower than $\alpha = .01$, the correlation between A and EI is *statistically significant* at the 0.01 level of significance for a two-tailed prediction.

The Spearman’s coefficient r_s is .158 indicating that a “*moderate/worth noting*” relationship exists between respondents’ N and EI (Babbie et al., 2007, p.229). With a calculated p value of .014, which is lower than $\alpha = .05$, the correlation between N and EI is *statistically significant* at the 0.05 level of significance for a two-tailed prediction.

5.5 Relationship between Personality Traits and Entrepreneurial Intentions

Table 5.5 exhibits the correlation between overall personality traits (OPT) and entrepreneurial intentions. The Spearman’s coefficient r_s of .309 indicates that there is “*evidence of strong association/extremely interesting*” relationship between respondents’ OPT and EI (Babbie et al., 2007, p.229). With a calculated p value of .000, which is lower than $\alpha = .01$, the correlation between OPT and EI is *statistically significant* at the 0.01 level of significance for a two-tailed prediction. Therefore, the null hypothesis is rejected, thus, *there is a statistically significant relationship between respondent students’ over-all personality traits (OPT) and entrepreneurial intentions (EI)*.

Table 5.5: Correlation between Overall Personality Traits and Entrepreneurial Intentions

			Overall Personality Traits (OPT)	Entrepreneurial Intentions (EI)
Spearman's rho	Overall Personality Traits (OPT)	Correlation Coefficient	1.000	.309**
		Sig. (2-tailed)	.	.000
		N	242	242
	Entrepreneurial Intentions (EI)	Correlation Coefficient	.309**	1.000
		Sig. (2-tailed)	.000	.
		N	242	242

***. Correlation is significant at the 0.01 level (2-tailed).*

5.6 Significant Differences between Respondents' Sex and Their Personality Traits

Table 5.6 shows the group statistics of the five (5) variables of personality traits namely: openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism.

Table 5.6: Group Statistics of the Five Variables of Personality Traits

Personality Traits	N	Sex of Respondents	Mean	Standard Deviation	Std. Error Mean
Openness to Experience	69	Male	3.60	.4912	.05914
	173	Female	3.36	.3847	.02925
Conscientiousness	69	Male	3.55	.4677	.05630
	173	Female	3.34	.4614	.03508
Extraversion	69	Male	3.4986	.42096	.05068
	173	Female	3.3162	.38891	.02957
Agreeableness	69	Male	3.5188	.39193	.04718
	173	Female	3.4526	.37689	.02865
Neuroticism	69	Male	3.3551	.70472	.08484
	173	Female	3.3908	.66980	.05092

Table 5.6.1 magnifies the summary of the Levene's Test for equality of variances of the variables of personality traits.

The Levene's Test for Equality of Variances for the five (5) constructs of Personality Traits – Openness to Experience (OE), Conscientiousness (C), Extraversion (E), Agreeableness (A), and Neuroticism (N) shows that their respective *p* values are higher than .01. Therefore, there is no statistically significant difference between the variance of the male and female groups. The two groups can be assumed to have equal variances. The t-test reveals that there is a statistically significant difference in the OE of the respondents when grouped according to their

sex, $t(240) = 4.166, p = .001 < \alpha = .05$. Specifically, the OE of the male (mean=3.60, SD=.4912) is significantly higher than the OE of the female (mean=3.36, SD=.3847).

The t-test shows that there is a statistically significant difference in the E of the respondents when grouped according to their sex, $t(240) = 3.216, p = .001 < \alpha = .05$. Specifically, the E of the male respondents (mean=3.4986, SD=.42096) is significantly higher than the E of the female (mean=3.3162, SD=.38891).

The t-test shows that there is no statistically significant difference in the A of the respondents when grouped according to their sex, $t(240) = 1.220, p = .224 > \alpha = .05$. Specifically, the A of the male respondents (mean=3.5188, SD=.39193) is not significantly higher than the A of the female (mean=3.4526, SD=.37689).

The t-test shows that there is no statistically significant difference in the N of the respondents when grouped according to their sex, $t(240) = -.369, p = .713 > \alpha = .05$. Specifically, the N of the male respondents (mean=3.3551, SD=.70472) is not significantly higher than the N of the female (mean=3.3908, SD=.66980).

Table 5.6.1: Summary of T-tests Results

Personality Traits		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Openness to Experience (OE)	Equal variances assumed	2.749	.099	4.166	240	.000	.24774	.05946	.13060	.36487
Conscientiousness (C)	Equal variances assumed	.039	.844	3.160	240	.002	.20839	.06595	.07847	.33831
Extraversion (E)	Equal variances assumed	.062	.803	3.216	240	.001	.18237	.05670	.07066	.29407
Agreeableness (A)	Equal variances assumed	.565	.453	1.220	240	.224	.06624	.05428	-.04068	.17316
Neuroticism (N)	Equal variances assumed	1.229	.269	-.369	240	.713	-.03568	.09680	-.22637	.15501

5.7 Significant Difference between Respondents' Sex and Their Entrepreneurial Intentions

Table 5.7.1 reflects the group statistics of the respondents' entrepreneurial intentions. The

group statistics reveals that the mean for EI of the male respondents is higher than that of the female. To test the significance of this difference, t-test was performed.

Table 5.7.1: Group Statistics of Entrepreneurial Intentions

	Sex of Respondents	N	Mean	Std. Deviation	Std. Error Mean
EI	Male	69	4.1789	.47945	.05772
	Female	173	3.9863	.54280	.04127

The Levene's Test for Equality of Variances manifests that the F value of 1.560 has a $p = .213$, which is greater than the alpha value of .01. Hence, there is no statistically significant difference between the variances of the male and female groups. The two groups can be assumed to have equal variances.

Table 5.7.2 shows that there is a statistically significant difference in the EI of the respondents when grouped according to their sex, $t(240) = 2.573$, $p = .011 < \alpha = .05$. Specifically, the EI of the male respondents (mean=4.1789, SD=.47945) is significantly higher than the EI of the female (mean=3.98632, SD=.54280).

Table 5.7.2: Respondents' Sex and Entrepreneurial Intentions T-Tests

		Levee's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
EI	Equal variances assumed	1.560	.213	2.573	240	.011	.19259	.07484	.04516	.34002

6. Conclusion

The study concludes that the respondents' openness to experience, conscientiousness, agreeableness, and neuroticism have significant relationship to entrepreneurial intentions. On one hand, respondents' extraversion reflects no significant relationship to entrepreneurial intentions. Overall, there is statistically significant relationship between respondents' personality traits and their entrepreneurial intentions.

Furthermore, there is statistical significant difference between the respondents' sex and openness to experience, conscientiousness, and extraversion. Contrary, no significant difference was observed between the respondents' sex and agreeableness and neuroticism. In totality, there

is a statistically significant difference between the respondents' sex and their entrepreneurial intentions.

Hence, policy makers and educators must consider the different personality traits and gender of students enrolled in business management courses in order to assess their entrepreneurial intentions and to subsequently come up with effective teaching strategies. Moreover, the study also reveals that the significant relationship among personality traits, gender and entrepreneurial intentions can be considered as a field of concern in emerging the entrepreneurship capital in both regional and global level.

Further studies can be made by other researchers by examining other personality traits variables and how these factors can affect students' entrepreneurial intentions.

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