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

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.
• Instrument validity was ≥0.30 and Cronbach Alpha also went over the acceptable (≥ 0.60.)

Results

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

The competitiveness and the resilience of HEI students was at a moderately high level.

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

The competitive elements in Enactus students, consisted of strategic communication (mean 4.0), planning and administration (3.91), strategic planning (3.98); culture diversification (3.87), and personal management (4.10) were different from non-Enactus students. The competitiveness of non-Enactus students consisted of strategic communication (3.83), planning and administration (3.72), strategic planning (3.81), culture diversification (3.71), and personal management (4.07). The total mean level of competitiveness for Enactus and non-Enactus students were still in moderately high level but the competitiveness of Enactus students was above the non-Enactus with the record of 3.97 compared to 3.83.

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.

Implication:
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.

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