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**THE EFFECTS OF ENTREPRENEURSHIP EDUCATION AND PERSONALITY TRAITS  
ON ENTREPRENEURIAL INTENTION AMONG IBA STUDENTS*****EFEK PENDIDIKAN WIRUSAHA DAN CIRI-CIRI KEPRIBADIAN DALAM NIAT  
BERWIRUSAHA DIANTARA MAHASISWA IBA***

By  
**Charles B.J Tulenan<sup>1</sup>**

<sup>1</sup>Faculty of Economics and Business, International Business Administration, Management Department  
Sam Ratulangi University Manado

E-mail:

[chatulenan@gmail.com](mailto:chatulenan@gmail.com)

**Abstract:** This study is informed by high number of unemployment that have been a serious problem in Indonesia. Government programs to reduce unemployment have not been able to reduce unemployment significantly because for the large population and population growth are increasing, not accompanied by an increase in employment and possibility of making entrepreneurship as a career choice affected by entrepreneurship education and their personality. This study purpose is investigated the relationship that exists between offering entrepreneurship education, personality traits and students intention to become entrepreneurs in IBA. The population of the study were all IBA students. Convenience sampling was used. The data was gathered using Likert scale, ranging from strongly agreed to strongly disagree. SPSS version 16, descriptive statistics and Pearson correlation were used in the analysis of the data. The results showed that the students agreed that there is positive relationship between Entrepreneurship education and Personality Traits on their intention to become entrepreneurs. The correlation results also showed that, there is a positive relationship. Don't ever give up to start a new business, it's better to be a boss in a small company rather than an employee in a big company, success need a step

**Keywords:** entrepreneurship education, entrepreneurship, personality traits, entrepreneurship intention.

**Abstrak:** Penelitian ini memberikan info tentang besarnya jumlah pengangguran yang telah menjadi masalah serius di Indonesia. Program pemerintah untuk mengurangi jumlah pengangguran, belum efektif sejauh ini karena jumlah populasi yang besar dan kenaikan jumlah penduduk tidak sebanding dengan peluang usaha yang ada. Peluang karir sebagai pengusaha yang dilihat dari pendidikan wirausaha dan kepribadiannya. Tujuan penelitian ini menginvestigasi apakah ada hubungan antara pendidikan wirausaha dan personaliti dalam niat mahasiswa menjadi wirausahawan di IBA. Responden penelitian ini adalah mahasiswa IBA menggunakan convenience sampling. Data di olah menggunakan skala likert, dari sangat setuju ke sangat tidak setuju. Memakai SPSS versi 16, statistika deskriptif dan pearson korelasi digunakan untuk menganalisis data. Hasilnya menunjukkan bahwa mahasiswa setuju adanya hubungan positif antara pelajaran wirausaha dan ciri-ciri kepribadian dalam niat mereka menjadi wirausahawan. Hasil korelasi juga menunjukan hasil positif. Jangan pernah menyerah untuk membangun usaha, lebih baik menjadi bos melalui usaha sendiri daripada karyawan di perusahaan besar, sukses butuh langkah.

**Kata Kunci:** pelajaran wirausaha, wirausaha, ciri-ciri kepribadian, niat berwirausaha.

## INTRODUCTION

Unemployment is a serious problem in Indonesia is still difficult to overcome . Government programs to reduce unemployment have not been able to reduce unemployment significantly. The reason for the large population and population growth are increasing, not accompanied by an increase in employment . In 2015 , open unemployment according to the highest educational attainment is also still relatively high . It can be said of unemployment prevalent in the educated population..

Currently in Indonesia there are leaps and bounds in the development of the business. Many emerging businesses are happen developing from small business to a global business, from offline business to online business. All of them are very impressive. In order to successfully develop business in Indonesia, it is important to build a good network with businessman and government

There are some universities that have not introducing entrepreneurship in curriculum development at Higher Education. Almost every college graduate has hope working in a great place, gaining an established career and abig salary. In Indonesia, career choice as a civil servant is still very high. Every year many college graduates try to complain fate to take the selection test entry of public servants opened by some government ministries. However, the availability of job vacancies as civil servants are also very limited. This proves that career choice as an entrepreneur is not fully demanded by the graduates of Higher Education. Therefore, the role of Higher Education is very vital to cultivate the spirit of entrepreneurship in the circle of college student.

Considering to the future of Sulawesi Utara then the people are vying in order to catch up the development of Sulawesi Utara. In order to gain better understanding the parents are sending their children to study about business. In Sulawesi Utara there is a place where you can learn pretty much about economy and management business called International Business Administration. It is a department of Faculty of Economy and Business which is one of the faculties in Sam Ratulangi University Manado.

From some of the above it can be concluded that the movement of Indonesian business in the international market is very good. Public interest of the international business began to open. And with it a web in Indonesia presents a networking service to increase the sense of unity to a fellow businessman. Service was very good to help fellow business people in togetherness. Because social networking concern about Indonesia's business strongly supports the development of Indonesia.

Samratulangi University as a higher education institution in Manado is expected to create young entrepreneurs, especially students of Regular Program of Faculty of Economics and Business of IBA. IBA teaches about the basics of entrepreneurship, the attitude of entrepreneurship and the mindset of an entrepreneur. Although the entrepreneur's soul gained from birth as a talent, but if not honed through learning and motivated in the learning process would not develop, and to sharpen the entrepreneur's interests and abilities need to be grown-developed learning and learning process. It is expected that IBA students will be able to become entrepreneurs who can help the government and the public in providing jobs.

### Research Objectives

The objectives of this research are:

“To identify the entrepreneurship education and personality traits effect on entrepreneurial intention among IBA students”

## THEORETICAL REVIEW

### Entrepreneurship

According to Shane and Venkataraman (2000) entrepreneurship process consist of capability to identify opportunity, collect resources, organize them and adapt strategy so that opportunity can be exploited. Kolvereid (1996) found attitude towards entrepreneurship, favourable social norms and strong entrepreneurial self-efficacy positively influence the intention of an individual/student to become entrepreneurs.

### Entrepreneurial Intention

The Theory of Planned Behaviour proponent of this theory is (Ajzen 2002). The Theory of Planned Behaviour, states that behavioural intentions are formed by individual's attitude towards that behaviour, subjective norms and perception of behavioural control. The Theory postulated that must behaviour results from an individual's intention to perform entrepreneurial behaviour and their ability to make mindful choices among alternatives and make good decisions. This Theory is made up of three components: the attitude toward the behaviour, subjective norm and perceived behavioural control.

### **The Effects of Entrepreneurship Education on Students' Entrepreneurial Intention**

Entrepreneurship education not only improves knowledge skill and information which needed to pursue an opportunity but also equip individual with analytical ability and knowledge of entrepreneurial process which improve the entrepreneurial judgment (McMullen & Shepherd 2006). Kolvereid (1996) found attitude towards entrepreneurship, favourable social norms and strong entrepreneurial self-efficacy positively influence the intention of an individual/student to become entrepreneurs.

### **Personality Traits**

The word "entrepreneurial" has become a common term used to describe people who are innovative, creative and open to change. Entrepreneurial individuals also have the ability to identify opportunities and marshal resources to achieve their goals (O'Connor & Fiol, 2002). Personality is an important predictor of entrepreneurial behavior and continues to be of interest in entrepreneurship research (Rauch and Frese, 2000).

### **Previous Research**

First is "The Effects of Entrepreneurship Education on University Students' Attitude and Entrepreneurial Intention" By Buba Musa Pulka, Ayuba A. Aminu, Rimamnde Rikwentishe. Focused on high number of graduate unemployment and possibility of making entrepreneurship as a career choice affected by entrepreneurship education course offered by the students. This study investigated the relationship that exists between offering entrepreneurship education course and students intention to become entrepreneurs in selected universities in north east Nigeria. The population of the study were all undergraduate students from five selected universities in north east Nigeria. Purposive sampling was used in selecting the five universities, while simple random sampling was used in selecting four faculties and respondents from each university. The data was gathered across two semesters using four point Likert scale, ranging from strongly agreed to strongly disagree. SPSS version 16, descriptive statistics and Pearson correlation were used in the analysis of the data. The results showed that the students agreed that there is positive relationship between offering entrepreneurship education and their intention to become entrepreneurs. The Pearson correlation results also showed that, there is positive relationship between offering entrepreneurship education course and students' intention to become entrepreneurs.

Second is "Impact of Personality Traits on Entrepreneurial Intention of University Students" By Mubbsher Munawar Khan, Ishfaq Ahmed, Muhammad Musarrat Nawaz, Muhammad Ramzan. Focused on In the hard time when educated persons can't get job. It is rather harder for least and under developed countries, like Pakistan, where governments are not having sufficient funds to support the unemployed workforce. Self employment and Entrepreneurship is referred as the solution. But entrepreneurship is not the function that might be outcome of simple efforts. It requires a regular and permanent attitude as part of personality. Attitude can be based on personality traits and demographic characteristics; it can also be reshaped with education. This research aims to study the impact of personal traits, demographic characteristics and entrepreneurship education on entrepreneurial intentions of university students. Two individual personality traits were taken as predictor of entrepreneurial intentions, locus of control and self efficacy. Data was collected from the sample size of 276 university students. All of the students were in the final semesters of their studies. Results show strong relation between personal traits and entrepreneurial intentions. However some demographic characteristics i.e. Gender, were insignificant with the intentions to become entrepreneurs, but prior experience, family exposure to business and Entrepreneurial education have significant relation with intentions to become an entrepreneur.

Third is "Impact of Entrepreneurial Education on Entrepreneurial Intentions of Pakistani Students" By Altaf Hussain, Dr. Norashidah. Focused on Why an individual prefer to become an entrepreneur and what factor motivated his intentions for becoming an entrepreneur is considered important question in entrepreneurship research. Entrepreneurial education is considered an important variable which effect on entrepreneurial intentions. However, empirical research results on entrepreneurial education and entrepreneurial intention yielded mixed results. To investigate further this question from developing countries perspective, this paper looks at the role of entrepreneurial education in developing the entrepreneurial intentions for becoming entrepreneur. The sample for this study composed of final year business students from Pakistan. The result of this study supports the entrepreneurial intentions model based on the theory of planned behavior. The results further suggested significant influence of entrepreneurial education on entrepreneurial intentions of the students. Moreover, this study results also showed that theoretical knowledge of entrepreneurship (know-what) and

knowledge of social network development (know-who) component are vital for imparting entrepreneurial education.

### Research Hypotheses

The hypotheses for this research are as follow:

H<sub>0</sub>: There are no significant influences of Entrepreneurship Education and Personal Traits on Entrepreneurial intention of IBA students to do business.

H<sub>1</sub>: There is significant effect of Entrepreneur Education and Personal Traits on Entrepreneur Intention of IBA students to do business simultaneously.

H<sub>2</sub>: There is significant influence of of Entrepreneur Education on Entrepreneur Intention of IBA studentsto do business partially.

H<sub>3</sub>: There is significant influence of Personal Traits on onEntrepreneur Intention of IBA studentsto do business partially.

### Research Frameworks

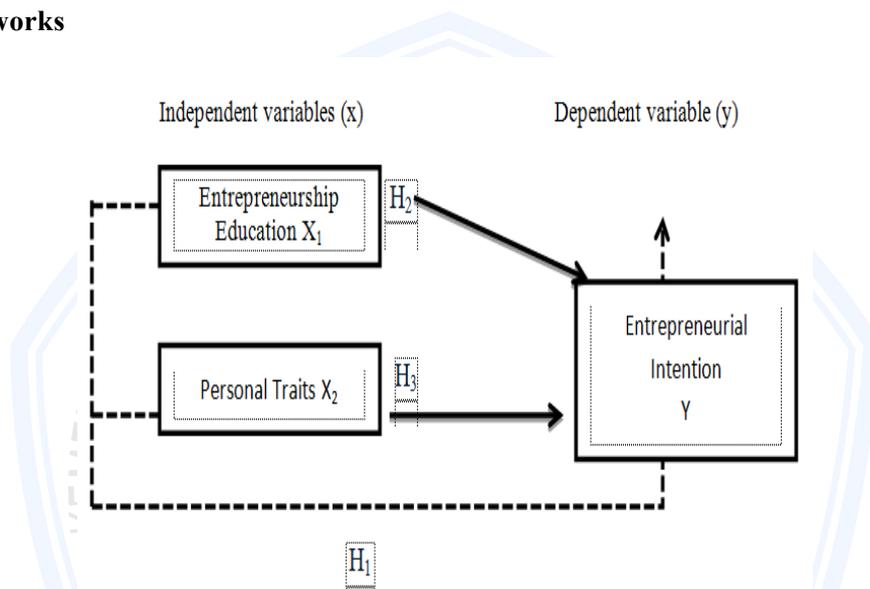


Figure 1. Conceptual Frameworks

## RESEARCH METHOD

### Type of Research

This research used a quantitative method. This research is a causal and quantitative type of research. Quantitative research or quantitative method based on Sugiyono (2003:14) defined as research method based on positivism paradigm that used to investigate specific population or samples

### Place and Time of Research

This research conducted in IBA UNSRAT Manado City, North Sulawesi. The time of the research and preparation of a final report is conducted from october-november 2016.

### Population and Sample

Population is all members of a defined group that possess some common characteristic defined by the sampling criteria established by the researcher. According to Malhotra (2010) population is the aggregate of all the elements, sharing some common set of characteristics that comprises the universe for the purpose of the marketing research problem. Sample is the selected people chosen for participation in a study is manadonese, people are referred as subjects or participants and that available By studying the sample, researcher should be able to draw the conclusions that can be generalized to the population of interest. The sample in this research consist of 100 respondents and the sampling method is convenience sampling. The convenience sampling according to Malhotra (2010) is a non-probability sampling technique that attempts to obtain a sample of convenient

elements. The selection of sampling units is left primarily to the interviewer. The convenience sampling was applied in this research regarding to obtain information according to criteria.

### Data Collection Method

The data used in this research are primary data.

### Data Analysis Method

Explains about the overall analysis methods that are used in this current research, either the fundamental testing of the obtained data and the main analysis method of the tabulated data for proving hypotheses in this research.

### Multiple Regression Analysis Model

Multiple regression analysis is a technique used for predicting the unknown value of a variable from the known value of two or more variables also called the predictor. Multiple regression analysis is a technique to observed value more than  $X$  to estimate or predict corresponding  $Y$  value. Multiple regression is a descriptive tool used to (1) dependent variables, (2) control confounding variables to better evaluate the contribution of other variables, or (3) test and explain a causal theory.

The equation model of multiple regression analysis which used in this research can formulated as shown below:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

|                    |   |
|--------------------|---|
| Y                  | : entrepreneurial intention                   |
| a                  | : intercept                                   |
| $\beta_1, \beta_2$ | : the regression coefficient of each variable |
| $X_1$              | : entrepreneurship education                  |
| $X_2$              | : personality traits                          |
| e                  | : error                                       |

### Data Validity and Reliability

Reliability test is established by testing for both consistency and stability of the answer of questions. Consistency indicates how well the items measuring a concept hang together as a set. Alpha Cronbach is reliable coefficients that can indicate how good items in asset have positive correlation one another (Sekaran, 2006: 177). Since reliable scales are not necessarily valid, researcher also need to be concerned about validity. It assesses whether a scale measures what is supposed to be measured.

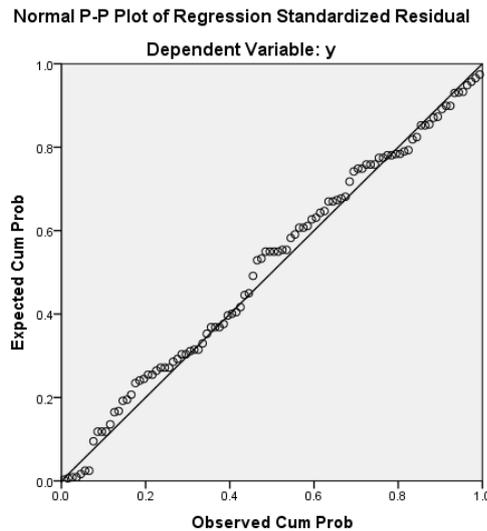
Thus validity is a measure of accuracy in measurement. Pearson Product Moment is used to analyze the validity of questionnaire. An instrument measure is valid if the instrument measure what ought to be measured. The validity test is the degree to which a test procedure accurately measures what it was designed to measure. Validity is the strength of conclusion, inferences proportions.

## RESULT AND DISCUSSION

### Result

This research uses quantitative method, The research was conducted in SamRatulangi University especially IBA students with the total of number respondents is 100 comes from 100 questionnaires. Respondents are classified based on gender, age and Semester. gender in this research Male (27%) and Female (73%). 3% of the respondents are 17-19 years old, 17% of respondents are 20-22 years old, and 80% of respondents are 23-25 years old. 1% respondents are in 1-2 semester, 4% respondents are in 3-4 semester, 9% respondents are in 5-6 semester, 39% respondents are in 7-8 semester, 41% are in 9-10 semester, and 6% others, Others mean higher semester

**Normality Test**



**Figure 2 Normality test**  
 Source: SPSS Output (2018)

**Validity Test**  
**Table 1. Validity test**

| Indicator                    | MSA Correlation | Conclusion |
|------------------------------|-----------------|------------|
| Experience                   | .672            | Valid      |
| Theoretical Knowledge        | .633            | Valid      |
| Social Capital               | .651            | Valid      |
| Innovative                   | .691            | Valid      |
| Optimism                     | .652            | Valid      |
| Risk-taking propensity       | .577            | Valid      |
| Subjective norms             | .685            | Valid      |
| Attitude toward behaviour    | .633            | Valid      |
| Perceived behavioral control | .605            | Valid      |

Source: SPSS Output (2018)

The table 1 shows that the value of MSA of all 9 items used in this research are above 0,3. It means Innovative is the most influencing indicator on entrepreneurial intention with value 0.691 compared to other indicator in this research.

**Multiple Regression analysis**

Calculation the multiple regression is conducted with SPSS software. The result multiple regression is in the table below.

**Table 3 Multiple Regression result Coefficients(a)**

| Model |                            | Unstandardized Coefficients |            | Standardized Coefficients Beta | T     | Sig. |
|-------|----------------------------|-----------------------------|------------|--------------------------------|-------|------|
|       |                            | B                           | Std. Error |                                |       |      |
| 1     | (Constant)                 | 3.538                       | 1.245      |                                | 2.842 | .005 |
|       | Entrepreneurship education | .488                        | .112       | .413                           | 4.345 | .000 |
|       | Personal traits            | .222                        | .091       | .233                           | 2.451 | .016 |

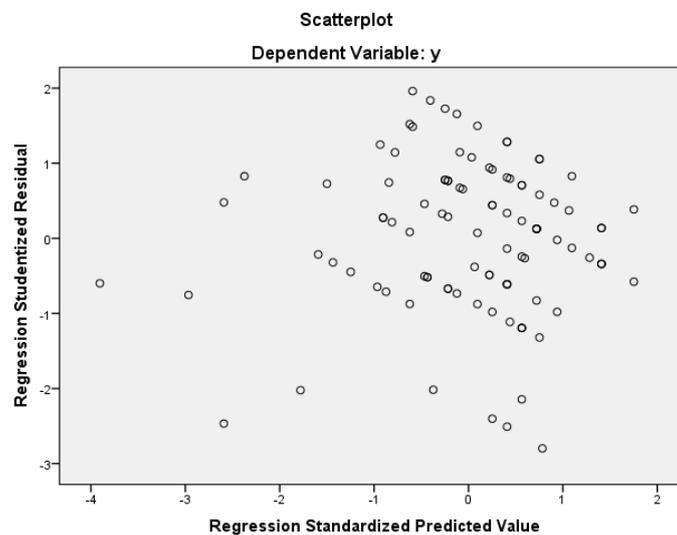
a Dependent Variable: Entrepreneurial intention

source: SPSS output (2018)

Based on analysis result, the formula of multiple regression model in this research is:

$$Y = 3.538 + 0.488 + 0.222$$

**Heteroscedasticity**



**Figure 3 Heteroscedasticity Test Result**

Figure 3 shows that data spreads near the diagonal line and follow the direction of diagonal line. This proves that the model has passed the normality test.

**Autocorrelation test**

**Table 2 Autocorrelation test Model Summary(b)**

| Model | Durbin-Watson |
|-------|---------------|
| 1     | 1.618         |

Source: SPSS output (2016).

Table 2 shows that critical value of Durbin Watson is 1.618. If  $d_u < d < 4-d_u$  it means there is no evidence of autocorrelation. In this research  $d_u$  is 1.583 and  $4-d_u$  is 2.417.

**Test of Hypothesis**

**F<sub>test</sub> (simultaneously)**

F-test hypothesis:

$\alpha = 0.05$  and  $\text{sig} = 0.00$ .  $F_{\text{count}} = 22.220$

$$\begin{aligned} F_{\text{table}} &= F_{\text{Inv}}(0.05, k-1, n-k) \\ &= F_{\text{Inv}}(0.05, 3-1, 100-3) \\ &= F_{\text{Inv}}(0.05, 2, 97) \\ &= 3,1 \end{aligned}$$

K= the number of variable

N= the number of respondent

$F_{\text{count}}$  is 22.220 with level of significance 0.000. since the value of  $F_{\text{count}} = 22.220 > F_{\text{table}(0.05)} = 3,11$  meaning that  $H_0$  is rejected and  $H_1$  is accepted.  $\text{Sig} < 0.05$  means that the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. Based on this result there is a simultaneously significant effect of Entrepreneur education and Personal traits on entrepreneurial intention .

### **T<sub>test</sub> (partially)**

$$\begin{aligned} T_{\text{table}} &= T_{\text{Inv}}(0.05, n-k) \\ &= T_{\text{Inv}}(0.05, 100-3) \\ &= T_{\text{Inv}}(0.05, 97) \\ &= 1.9 \end{aligned}$$

$T_{\text{count}}$  of Entrepreneurship education is 4.345 with the level of significance of 0.000. Since the  $T_{\text{count}} = 4.345 > T_{\text{table}} = 1.9$  meaning that  $H_0$  is rejected and  $H_2$  is accepted.  $\text{Sig} < 0.05$  means that the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. the result of this test there is partially significant influence of entrepreneurship education on entrepreneurial intention.

$T_{\text{count}}$  of Personality Traits is 2.451 with the level of significance of 0.000. Since the  $T_{\text{count}} = 2.451 > T_{\text{table}} = 1.9$  meaning that  $H_0$  is rejected and  $H_3$  is accepted.  $\text{Sig} < 0.05$  means that the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. the result of this test is, there is partially significant influence of Personal traits on entrepreneurial intention.

## **Discussion**

### **Entrepreneurship education toward Entrepreneurial intention**

Based on multiple regression analysis shows that there is a significant effect of entrepreneurship education on entrepreneurial intention in IBA UNSRAT, and the result is entrepreneurship education have the closest relationship with entrepreneurial intention.

Result of questionnaires show that the respondents in IBA UNSRAT are mostly 23-25 years old and 9-10 semester, in that age the respondents are able to give their personal opinion and study experience when they are students and mostly agree that social network affects the entrepreneur intention. Social networks are crucial to entrepreneurs since they provide valuable information, work source, innovation, financial and personal support. Today, the importance of social networks for social entrepreneurs clearly becomes evident as they provide access to larger part of society. When the communication channels between the social entrepreneurs are open, the trust amongst themselves increases, the social needs can be openly and easily stated and resolutions can be found out. The social entrepreneur collaborating and conjoining its resources with other entrepreneurs in its environment will accelerate the share of information which in turn will enhance its reputation in the society and will contribute to its own organization and others partaking in its social network (HweeNga, Shamuganathan, 2010).

### **Personality traits toward Entrepreneurial intention**

The result in multiple regression analysis shows that there is a significant effect of personality traits on entrepreneurial intention in IBA UNSRAT, even though the personality traits does not have the closest relationship with entrepreneurial intention, but personality traits is one of the elements that affect the entrepreneurial intention.

Result of questionnaires shows that the respondent in IBA UNSRAT are mostly 23-25 years old in 9-10 semester, in that age the respondents are able to give their personal opinion and study experience when they are

students and mostly agree that optimism can affect the entrepreneurial intention. Personality is an important predictor of entrepreneurial behavior and continues to be of interest in entrepreneurship research (Ranch and Frese, 2000).

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

The independent variables which are Entrepreneurship education and personality traits simultaneously effect Entrepreneurial education as the dependent variable. With the improving these two variables simultaneously will increase the entrepreneurial intention.

Entrepreneurship education as one of independent variables partially affect the entrepreneurial intention positively.

Personality traits as one of independent variables partially affect the entrepreneurial intention positively.

### Recommendation

The recommendation for IBA students that can be conclude from the overall result in this research are listed as follows:

It is important to improve your social network, find more friends and colleagues, but don't ignore the others factor like theoretical and experience to bulid a good business.

Develop your personality in positive ways, optimism is a good personality to start up a business.

Don't ever give up to start a new business, its better to be a boss in a small company rather than an employee in a big company, success need a some step.

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