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The development of entrepreneurial potential instrument and the application in entrepreneurial education in R.O.C. Paper presented at the 2nd North-East Asia International Conference on Engineering and Technology Education

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Abstract

The study aims to construct the entrepreneurial potential instrument suitable for Taiwanese. The results could be a useful reference in entrepreneurial education and career counseling in R.O.C.. The instrument was developed by the strict process which started by literature reviewing, document analyzing and then referring to the experts' opinions. The web-based questionnaires were administered to 850 under/graduate students in university/college who were selected by purposive sampling method, 403 valid questionnaires were collected and the response rate was 47%. The results of this empirical research were summarized as follows: The Cronbach on each sub-scale was above 0.8, and the whole scale was up to 0.9. The reliability of this instrument is good. The instrument was developed by the strict process; therefore, the content validity is good. On the exploratory factor analysis, the explained variance amount is up to 61.346%. As to the confirmatory factor analysis, the value of GFI is up to 0.85. The overall model fitness is fair. The participants in this survey were 175 students who participated in the entrepreneurial competitions and 228 students who have not participated in the entrepreneurial competitions. Whether the students in the sample who participated in the entrepreneurial competitions or not, the sub-scores of the potential instrument were all above normal. The industries they want to initiate in the future are consumption goods industry, information technology industry, and distribution industry. There are correlations among the entrepreneurial potential, social expectation, and entrepreneurial intention. Students who participated in the entrepreneurial competitions have higher score than students who

have not participated in the entrepreneurial competitions on the following constructs--- management, conceptual, interpersonal and risk-taking ability.