

Building entrepreneurial emotions on start-up process behavior: results from B-school students

Nishad Nawaz ¹, Vijayakumar Gajenderan ², Rajan Suresh Babu ³, Hariswaran Balasubramanian ⁴, Ismail Raisal ⁵, Arun Kumar Tarofder ⁶

¹ College of Business Administration, Kingdom University, P.O. Box 40434 Riffa, Kingdom of Bahrain, ² Department of Commerce, Sir Theagaraya College, Chennai-600 021, ³ Sir Theagaraya College, Old Washermenpet, Chennai-600 02, ⁴ Mar Gregoris College of Arts & Science, Chennai-37, ⁵ Department of Management, Faculty of Management and Commerce, South Eastern University of Sri Lanka, ⁶ Graduate School of Management, Management and Science University, Section 13; 40100, Shah Alam, Malaysia

¹ n.navaz@ku.edu.bh., ² viji_tri2003@yahoo.com, ³ swissuresh@gmail.com, ⁴ hariswaran1985@gmail.com, ⁵ ismarais@seu.ac.lk, ⁶ arunkumar@msu.edu.my

Abstract

Aim: The paper purpose is to assess the impact of Entrepreneurial Emotions on the Start-Up Process Behavior among B-School Students.

Data Sources: The study exercised primary and secondary data to attain the framed objectives of the study. The primary data is obtained from the B-School students in Chennai city. The secondary information is a literature survey and conceptual theory of the positive emotions, negative emotions, and start-up process behavior; it has been collected from the earlier research publications related to the mentioned areas.

Sampling: The samples are drawn from the B-School students in Chennai city. Overall, 400 questionnaires were issued, out of which 351 questionnaires were appropriately filled and returned by the B-School students. The filled questionnaires were scrutinized finalized for the final study. The sample size of the study is 351. The study adopted a simple stratified random sampling technique.

Findings: The study found that positive emotions towards entrepreneurship could promote a B-School student to take imminent actions in beginning a business. Also, the study originated that the negative emotions in starting a business, the lower the student behave towards starting a business

Implications: The study's outcome is helpful to the B-School students who want to become entrepreneurs. They are allotting more time and effort to obtain possible business start-up possibilities. The study can be related to people who can use expected emotions efficiently, who are more likely to hold the self-belief that they can precede entrepreneurs.

Keywords: Positive emotions, Negative emotions, Start-up process behavior, and B-School students