

# Perceived Entrepreneurial Self-Efficacy of Library Professionals: An Analytical Study of Working Professionals in Odisha

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## Abstract

Entrepreneurial self-efficacy (ESE) is most relevant to each individual, particularly those who are in a managerial position. It considers the strength of a person's belief that he or she will be capable of successfully performing the various tasks under any circumstances. The library profession is an administrative responsibility; hence every professional should have the common value of entrepreneurial self-efficacy. The present paper tried to examine the level of ESE among library professionals working in different organizations in Odisha. The study is based on the six dimensions of ESE developed by De Noble et al. (1999). The study is confined to 98 library professionals having a different position in their respective institutions. An assessment is made on the ESE dimension of the library professional to know about their level of ESE. It was found from the analysis that male professionals are more compared to females and the maximum of the library professionals having a master's degree and their entrepreneurial self-efficacy (ESE) is very high.

**Keywords:** Entrepreneurial Self-Efficacy, ESE-Dimension, Data Analysis

## Introduction

Entrepreneurial self-efficacy (ESE) is known as the credence of an individual in their personal ability to accomplish set tasks or a specific job (Bandura 1997). The definition originates from Albert Bandura's social cognitive theory; however, it applies various psychological hypotheses. ESE is considered a major responsibility in various theories connected to motivation, thought patterns, cognitive processes, decisions, future orientation and everyday behaviour. Social cognitive theory comprehends self-efficacy as a cognitive instrument for the pressure response that the body encounters when performing the job. Self-efficacy is associated with self-perceived value and

self-image, which must not be puzzled with self-confidence (Taylor 1991). Higher self-efficacy is more a result of successful past achievements so that the entrepreneur experiences an increased belief in personal abilities. This experience of success also leads to pride and increased self-esteem (sense of the self-worth), but the experience of increased self-efficacy has a more lasting effect so that the entrepreneur will be in a better position to predict the outcome of personal effort based on the recollection of past success. This paper will discuss the definition, dimensionality and examine the level of ESE among library professionals of Odisha.

## Entrepreneurial Self-Efficacy (ESE)

The past decade has seen the huge improvement of self-efficacy in entrepreneurship deliberations. The ideas were made prominent by Krueger & Brazeal (1994), who also characterised it as a quality of individual ability and control, which assist in the conversion of perceived disappointments into learning encounters. Theoretically and empirically, ESE has been correlated with both entrepreneurial intentions and career advancement. "ESE assembles of core values examines a person's thought in their capability to start an entrepreneurial venture successfully" (McGee, Peterson et al., 2009). ESE connects both personality and environmental factors and is considered to be a strong predictor of entrepreneurial intentions and ultimately, action. ESE appeared as a promising construct, with the potential to predict entrepreneurial performance and improve the rate of entrepreneurial activities through training and education (Mueller & Goic 2003; Zhao, Seibert et al., 2005; Florin, Karri et al., 2007). However, the construct remains empirically immature and many intellectuals have called for refinements of the construct (Forbes 2005; Kolvereid and Isaksen 2006).

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Moreover, to instil the stakeholders of the academic communities, an aspiring entrepreneur skill and competencies are needed to succeed. This has made ESE a key indicator of a successful professional. ESE helps the library professionals in the face of challenging situations and resists the setback amid the start-up life cycle of the project.

### The Dimension of Entrepreneurial Self-Efficacy

De Noble et al. (1999) define ESE as a construct, which measures a person's thought in their own capabilities to carry out on the various skills are necessary in order to start a new business opportunity. There are six dimensions of the ESE designed by De Noble et al., i.e., 1. New product and market opportunities; 2. Building on innovative environment; 3. initiating investor relationships; 4. defining the core purpose; 5. coping with unexpected challenges; and 6. developing critical human resources.

- *New Product and Market*: It includes a person's thought to be capable of starting a new service.
- *Building on the Innovative Environment*: It includes a person's thought to be capable of motivating others to come up with new innovation.
- *Initiating Investor Relationships*: It is related to a person's thought to be capable to find a source of the funding agency for their organisation/institution.
- *Defining Core Purpose*: It is identified with a person's conviction to be competent to clear with his/her vision and keep up the vision, and elucidate it to his/her group and stock holders.
- *Coping with Unexpected Challenges*: It involves an individual's conviction to have the capacity to endure and manage vagueness and vulnerability in the start-up entrepreneur.
- *Developing Critical Human Resources*: It associates with the individuals thought to be capable of recruiting and retaining key persons to be a part of their organisation.

### Literature Review

Usman, B. (2019) applied Ajzen's theory of planned behaviour (TPB) as the explaining model and found that EI exists among the international students in Turkey. Rico & Cruz (2019) analysed the relationship between the entrepreneurial interest of Spanish youth and a set

of socio-educational, psychological and health-related variables using principal component analysis and found few Spanish youth expressed significantly high entrepreneurial interest. Bouncken, R. B. (2018), in his paper, described co-working spaces in ESE. He also mentioned that co-worker space would improve the performance of individual self-efficacy. Schmitt et al. (2018) analysed that within persons, exploration mediates this relationship and entrepreneurial self-efficacy moderates whether entrepreneurs explore more or less with increasing uncertainty. Au (2018) examined the moderating effects of the employees' value of openness in the relationship between empowering leadership and employees' entrepreneurial orientation. Solek & Laskowska (2018), in their study, assessed how grades obtained by students influence their entrepreneurial attitudes and also assessed students' entrepreneurial skills. Das & Sahu (2018) measured entrepreneurial orientation using confirmatory factor analysis scale and are found to have strong construct validity and the measurement model of the three underlying constructs innovativeness, proactiveness and risk-taking developed by Miller/CovinSlevin (1989) shown a good model fit. Cook (2017) in his study examined the correlation between social networking skill of entrepreneurs and their ESE. The study discovered that there is a positive relationship exists between the intensity of the social networking service and ESE. Christina (2017) in his study determined the influence of the factors in the theory of planned behaviour, which are attitude, subjective norms and perceived control behaviour, towards the entrepreneurial intention of University's students at East Java. Jiang, Xiong & Cao (2017) base their study on social sciences, engineering and science students as the research object, and empirically explore the relationship among the entrepreneurship education quality, entrepreneurial orientation, ESE and entrepreneurial intention. Schjoedt & Craig (2017) developed and validate a unidimensional ESE scale based on samples of nascent entrepreneurs. Jordan (2014) in his paper analysed the inter-relationships among ESE, intrinsic motivation and entrepreneurial intention as antecedents to entrepreneurial start-up behaviour. The output of the study provides new insights into the design, development and delivery of efficient entrepreneurial training and incubation programs. Bronstein (2014) explored the perceptions of self-efficacy level of the students from the Israeli Library and information science on their information-seeking behaviour. He used information seeking self-perception scale (IRSPPS) to analyse the data.

Similarly, Setiawan (2013) investigated the level of ESE among students from a university which implemented entrepreneurial education in the curriculum. Canninus et al. (2012) examine how relevant indicators of teachers' sense of their professional identity, i.e., job satisfaction, occupational commitment, self-efficacy and change in the level of motivation, etc., are related. Ramayah & Bushra (2004) conducted a survey on self-efficacy on e-library usage by 704 university students from four different schools in a Malaysian Public University. Kazeem & Asimiran (2016) examined the relationship between personality traits and ESE of students. In his survey, he impelled the engineering students inspired by the tendency to escape from entrepreneurship as an alternative career choice, predominantly when they have lower ESE than their fellow business students.

## Methodology

The study involved the library professionals of Odisha to know about their entrepreneurial skills in the real-life situation. 98 library professionals participated in this study, which consist of 72 (73.46%) males and 26 (26.54%) females. In this study, an online questionnaire was developed to obtain the data form library professionals. The questionnaire was distributed online using online survey tools (Google Doc). The questionnaire used in this study to measure ESE is a modified from the tool developed by De Noble et al. (1999). It consists of 23 items with six dimensions of ESE. The participants were asked to give their opinion on the 20 items using five-point Likert scale (1 = Strongly disagree to 5 = Strongly agree). In view

of the level of their agreement with the declaration, the higher the score they rate, the more elevated amount of agreement they have. The lower the score they rate, the lower the level of assertion they have.

## Data Analysis

To analyse the study, SPSS-24, the statistical tool, has been deployed. Various methodology, like Cronbach alpha, Mean, Standard Deviation, etc., have been applied. The Cronbach alpha of the study is 0.96, which was reliable to measure the ESE of library professionals.

## Demographic Profile of the Users

The demographic profile of the users were used in this survey to know about gender, education, designation, experience, etc., of respondents. Table 1 defines 72 (73.46%) males accounted the highest respondent followed by the female 26 (26.54%). In regards to their education 23 (23.46%) of respondents are doctorate, followed by 65 (66.32%) are masters and none among them is graduate students. In connection to their experience, maximum 29 (29.59%) respondents are having 0-5 years followed by 20 (20.40%) 6-10 years, 18 (18.36%) each 16-20 and more than 20 years, respectively, and very least 13 (13.26%) having 6-10 years of experiences.

Table 2 revealed that the Cronbach alpha is .9474, which signifies that the study is liable for further analysis as the Cronbach alpha is above .65.

**Table 1: Demographic Profile**

<i>Sl. no</i>	<i>Gender</i>	<i>Frequency</i>	<i>Education</i>	<i>Frequency</i>	<i>Experiences</i>	
1	Male	72 (73.46%)	PhD	23 (23.46%)	0-5	29 (23.46%)
2	Female	26 (26.54%)	Master	66 (66.32%)	6-10	13 (13.26%)
			Bachelor	0.00%	11-15	20 (20.40%)
					16-20	18 (18.36%)

**Table 2: Reliability Analysis - Scale (ALPHA)**

Construct	Variable	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Correlated Item Total Correlate	Alpha if Item Deleted
New product and market opportunities	1	77.65	204.68	.7857	.94
	2	77.73	205.76	.7703	.94
	3	77.82	210.67	.6443	.95
	4	77.67	209.33	.8263	.94
Building on innovative environment	1	77.81	206.79	.6352	.95
	2	78.12	210.38	.6650	.94
	3	77.59	231.54	-.0251	.95
Initiating investor relationships	1	77.82	215.12	.6361	.95
	2	77.24	207.07	.7731	.94
	3	77.12	206.99	.7245	.94
	4	77.55	209.24	.7323	.94
Defining core purpose	1	78.04	203.88	.7732	.94
	2	78.61	204.88	.7727	.94
	3	78.20	206.22	.7407	.94
Coping with unexpected challenges	1	78.96	212.33	.6025	.95
	2	78.42	209.82	.6159	.95
	3	78.08	208.82	.6902	.94
Developing critical human resources	1	77.87	210.71	.6534	.95
	2	78.18	207.53	.7588	.94
	3	77.57	214.31	.7060	.94

Reliability Coefficients

No. of Cases = 98.0      No. of Items = 20

Alpha = .9474

**General Analysis**

Standard deviation is the measure of the dispersion of a set of data from its mean. It measures the absolute variability of a distribution; the higher the dispersion or variability, the greater is the standard deviation and greater will be the magnitude of the deviation of the value from their mean. Karl Pearson had first coined Standard Deviation in the year 1893. Mostly, it is used to measure the dispersion. It is most important and its significance takes the deviation of the item from the assumed mean. In case of a discrete series, any of the following methods can be used to calculate. It is also known as root-mean square as it is the square root of means. It provides investors with a decision on the basis of mathematics to investing in the financial market. There are two ways to implemented standard deviation, i.e. individual observation or discrete series. In individual observation, it takes the deviation of

the items from the actual and assumed mean. In terms of discrete series, it calculated from actual or assumed method. The descriptive results of the ESE level among library professional analysed are in Table 3.

**Table 3: Entrepreneur Self-Efficacy**

Category	No.	Percentage	Mean	SD
Very High	98	29.41%	4.08	.88
High	98	54.90%		
Medium	98	3.92%		
Low	98	5.88%		
Very low	98	1.96%		

Generally, the level of ESE of library professionals was high as per mean score (4.08). About 84% of respondents had high and very high level of ESE. Remaining 3.92% respondents were in moderate, 5.88% were low, and 1.96% respondents were very low category.

### Specific Dimension of Entrepreneurial Self-Efficacy

**Table 4: New Product and Market Opportunities**

Category	No.	Percentage	Mean	SD
Very High	98	68%	4.47	.98
High	98	18%		
Medium	98	4%		
Low	98	6%		
Very low	98	2%		

Looking at individual construct, Table 4 depicts around 86% (68%, 18% ) had a very high and high level of self-efficacy, respectively, in new product and opportunities. Only 4% had medium and 8% (6%, 2%) had a low or very low level of self-efficacy.

**Table 5: Building on Innovative Environment**

Category	No.	Percentage	Mean	SD
Very High	98	39.6%	4.18	.83
High	98	39.6%		
Medium	98	13.9%		
Low	98	4%		
Very low	98	0 %		

Table 5 showed that 39.6% each library professional scored very high level and high level of self-efficacy in building innovative environment, remaining 13.9%, 4% showed medium and low, respectively. None of them showed a very low level of self-efficacy in the above construct.

**Table 6: Initiating Investor Relationships**

Category	No.	Percentage	Mean	SD
Very High	98	31.7%	4.06	.87
High	98	47.5%		
Medium	98	9.9%		
Low	98	7.9%		
Very low	98	0%		

In connection to initiating investor relationships, Table 6 revealed that 47.5% had very high level of self-efficacy in this construct, followed by 31.7% had high, 9.9% had

medium, 7.9% low and none of them had a very low level of self-efficacy.

**Table 7: Defining Core Purpose**

Category	No.	Percentage	Mean	SD
Very High	98	41.6%	4.02	1.12
High	98	29.7%		
Medium	98	17.8%		
Low	98	2.0%		
Very low	98	5.9%		

As per defining the core purpose category, Table 7 clearly showed that 41.% library professional had a very high level of self-efficacy, followed by 29.7% had high, 17.% had medium and 7.9% had a low and very low level of self-efficacy in this category.

**Table 8: Coping with Unexpected Challenges**

Category	N	Percentage	Mean	SD
Very High	98	22.4%	3.84	.96
High	98	51.0%		
Medium	98	18.4%		
Low	98	4.1%		
Very low	98	4.1%		

Table 8 depicts that 73.4% (51% and 22.4%) had a very high and high level of self-efficacy in coping with unexpected challenges, while 18.4% had a medium level and 4.1% each had a low and very low level of self-efficacy.

**Table 9: Developing Critical Human Resources**

Category	No.	Percentage	Mean	SD
Very High	98	45.5%	4.29	.91
High	98	41.6%		
Medium	98	5.9%		
Low	98	0%		
Very low	98	4%		

It revealed from Table 9 that most 87.1% (45.5%, 41.6%) library professional had a very high and high level of self-efficacy in developing critical human resource. Very less 5.9% and 4% of library professional had a medium and very low level of self-efficacy. None of them was found in a low level of self-efficacy.

## Summary of Analysis

It seems from the above study, male respondents participated highest compared to the female respondents. It also found among the respondents that most of them had a master's degree. With regard to their experiences, highest 29.59% had 0-5 years and 20.40% respondents had 11-15 years of experiences, and rest were below 20% obtained the 6-10, 15-20 and more than 20 years of experiences. The Cronbach Alpha of the study is .94.74, which clearly signifies that the sample of the study was eligible for further study.

In this current study, overall attributes of library professionals on the ESE level were in a high category with above 50%. Above 29% of library professionals were in very high level and the remaining 31% were the medium-low and very low level of self-efficacy. Looking at individual dimension, highest each 86% library professionals were in very high and high level of self-efficacy in the new product and market opportunities and eloping critical human resource, respectively. Followed by 78% each were in building on the innovative environment and initiating investor relationship, respectively, 73% were coping with unexpected challenges, and 70% respondents were in defining core purpose dimensions.

It clearly shows that compared to all dimension, the professionals have the ability to identify new innovation to improve the existing library service. They have the skill to understand the user's need and customise library service according to them. Similarly, most of the library professionals have the ability to apply new innovation, thus encourage users to participate in library service. Most of the library professionals have also a good reputation with the funding agency. It also noticed that most of the library professionals are able to work decisively despite stress pressure and conflict. They have the courage to challenge an unexpected recession and adversity. With regard to managing the human resource, a majority of the library professionals have the capacity to participate in recruitment and training process to select the skill and develop a contingency plan to backfill key technical staff.

## Conclusion

In the above study, ESE attributes of the selected library professionals of Odisha had been measured with

descriptive statistics. It was found that the majority of library professionals have high a very high level of ESE. Further, it was found that the mean score of new product and market opportunities dimension was higher than to the other five dimensions of ESE. Undoubtedly, it suggests that the majority of library professionals have the ability to adopt new innovation and implemented it in the concerned library. It is suggested that library professionals having the medium or low level of ESE need to provide an entrepreneurial training programme to cope with the different aspects of ESE.

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