



An Assessment of Media and Communication Students' Entrepreneurial Intention in Media Entrepreneurship: A Case of Monash University, Australia

Tanvir Hussain Himel

Department of Arts, Monash University, Melbourne, Australia

Abstract

The aim of the research is to examine students' entrepreneurial intentions. A survey was conducted at Monash University, Australia. The respondents of this research were the postgraduate students who were studying communication and media at Monash University, Australia. The study selected 90 samples using purposive sampling techniques. The theory of Planned Behaviour as well as Shapero's Entrepreneurial Event Model were used to explain the entrepreneurial intentions of the students. The regression method was used in order to examine factors influencing the entrepreneurial intention of the students. More so, to determine how students differ on their entrepreneurial intentions, analysis of variance has been employed. The results show that awareness, feasibility, and self-efficacy have a positive relationship with the entrepreneurial intentions of media industries. Future research can be done by taking data from wider ranges of locations, which will provide more comprehensive and reliable results regarding students' intentions toward media entrepreneurship.

Keywords: Entrepreneurial Intention; Media Entrepreneurship; Media Entrepreneur

1. Introduction

Entrepreneurship creates further business opportunities, is considered as one of the mandatory factors for economic development. Many developing countries have created lots of policies to encourage people in entrepreneurial activities. With respect to companies, they need to create, develop, and sustain innovative businesses as technologies are developing day by day. Moreover, aging product portfolios also call for the creation of new businesses. Ferrier (2013) said the definition of entrepreneurship by saying that entrepreneurship is concerned with the discovery and exploitation of profitable opportunities. Moreover, Liñán and Chen (2009) mentioned that entrepreneurship or entrepreneurial behavior could be defined as the discovery, evaluation, and exploitation of an opportunity and this behavior can be best predicted by the entrepreneurial intention. The latter, in turn, could be defined as the self-acknowledged conviction by a person that they intend to set up a new business venture and consciously plan to do so at some point in the future. Furthermore, Sexton and Bowman-Upton (1991) said that an entrepreneur should have qualities such as the high need for achievement, internal locus of control, propensity for risk-taking, creativity, self-confidence, independence, strong commitment, and high energy level, to name just a few.

Media industries are involved in developing, producing, and disseminating content through a wide variety of formats, including the press, electronic publishing, telecommunication, radio, music, cinema, and television. Sen and Hill (2010) defined "modern media" as the most frequent illumination of two common characteristics, which are, first, the digital reproduction and multiplication of aural,

written and visual texts and, second, the widespread and simultaneous distribution and consumption of them. However, Hang and Weezel (2007) narrow down the phrase “media and communication” to mean the dissemination of fact, opinion, and entertainment through newspapers, magazines, radio, television, cinema films, and the World Wide Web. Furthermore, Biagi (2012) said that intrapersonal communication, interpersonal communication, and mass communication are the three ways that people use to communicate, and mass communication is the communication from one person or group of persons through a medium to large audiences or markets.

The lines between “new” and “old” media are hard to draw, and the idea of “new media” captures both the development of unique forms of digital media, and the remarking of more traditional media forms to adopt and adapt to the new media technologies. Furthermore, the development of the internet and the digitization of older media forms such as newspaper and news services, cinema, and radio can be taken as being illustrative of this industry in the development of new media (Flew, 2007). Social network sites such as Facebook, Twitter, Instagram, hi5, Bebo, Xanga, and many others are called new media or social media and the term “new media” comprises content that is created, stored, or retrieved in digital form, encompassing text, still pictures, audio, and video. New media forms are differentiated from legacy media as these are instantaneous, globally accessible, fast, and efficient ways of passing on news and information.

Today’s adults spend more than half of their waking lives with media, more time than they spend sleeping (Biagi, 2012). Researchers have discovered that media-audiences not only learn factual information from exposure to the news but also eagerly learn about the importance of topics which are revealed with more emphasize in the media. Berger (2012) found that media play important role in shaping the content they carry; for example, watching a football game on television carries more value than watching the same match at the stadium as director may show a given play from three or four different camera angles. Croteau and Hoynes (2014) said that young people use media extensively. They also mentioned that without the use of media, it is hard to survive in life as it is hard to live without the use of television, movie, radio, recorded music, cell phone, computer, internet, or magazine in our daily lives. Hodgkinson (2010) made relationship between media and society by saying that media can work either as a shaper when the content media distribute can influence people and able to affect the future of society or as a mirror for society when events, behaviors, identities, social relations, etc., are reflected through media.

Researchers have revealed that media and entrepreneurship have impacts on each other as media influences the entrepreneurship phenomenon by creating a discourse that transmits values and images ascribed to entrepreneurship, a carrier promoting entrepreneurial practices, an entrepreneurial spirit in the society (Hang and Weezel, 2007). Definitions of media entrepreneurship¹ by researchers are follows (Khajeheian, 2017):

The previous literature said that entrepreneurs are engaged in the commercial, for-profit realm which help them achieving personal wealth and well-being in society. However, in the case of media, that would be limiting as countless other entrepreneurs are apparently not driven by an extrinsic profit motivation. The drive stems from intrinsic rewards such as “adding value to society;” to use more conventional economics jargon, many entrepreneurs strive for utility maximization rather than profit maximization so as to fulfill social goal instead of maximizing profit for personal wealth. For example, C-SPAN, The Sundance Film Festival, Mozilla, and the Wikipedia Foundation have contributed a lot by adding value to our societies (Hoag and Seo, 2005). The media are economic entities, and an understanding of both the economic constrains and incentives under which they operate, and of the basic economic characteristics of the products in which they deal, can provide valuable insights into a wide range of dimensions of media industry behavior (Holt and Parren, 2011). However, in the era of the knowledge economy, media industries can be used to upgrade the condition of economy by which entrepreneurs instigate changes in economy to move forward in the regions still unexplored and barren from using individual’s resources. Enthusiastic entrepreneurs keep placing innovative products on the market which can reduce the gap between developing and developed countries. Basically, these are not fundamental innovations, nor even

1 www.scielo.org.co/scielo.php?script=sci_arttext&pid=S1692-02792017000100091

incremental ones, but definitely an effort to innovate new business models in societies. The policies ground entrepreneurial activities of media industries do not require huge capital but high technologies. Socio-economic contribution of media entrepreneurship is thus enormous to the economy irrespective of its stage of development due to (media entrepreneurs') abilities of value creation. Achtenhagen (2008) said that since the very inception of media, this industry calls for a balance among conflicting, sometimes poles apart, interests, and demands. Consequently, industries face challenges in technological build up where the scope and speed of changes are dissimilar, atypical, and unpredictable. Companies in media industry largely rely on inventive content which is what they bring to the marketplace. Demand for commercial media products often generates revenues by placing advertisements in primetimes and striking to audiences. Endurance of media products and the industry, therefore, has to be highly appealing to the audiences and to advertisers as well. These features cause divergent challenges to prospective entrepreneurs likely to start-up media firms and epitomize schoolwork of media entrepreneurship study. International Women's Media Foundation (2017) has pointed out that there are few entrepreneurs whose contributions in media industries are remarkable. For example, American correspondent Lara Setrakian gave up journalistic fame to join News Deeply, a digital media venture that aims to offer world's most important and underreported stories in 2012 and she was declared one of that year's Women Entrepreneurs in the Digital News Frontier by IWMF. Another example is Kelly Virella's digital media start-up project, Deep End Magazine, a monthly tablet magazine that publishes the news on black culture, and she was rewarded IWMF's 2013 Women Entrepreneurs in the Digital News Frontier. Furthermore, Teresa Rehman started her entrepreneurial venture or, more precisely, an international news magazine named the Thumb Print based in northeast India, comprising eight heterogeneous states of the Indian union.

Some firms become large organizations, whereas other firms remain small as the combinations of propensities for growth, abilities to manage growth, sizes of the niche markets and the durations of windows of opportunities have effects on the business growth (Sexton and Bowman-Upton, 1991). In the early 1980s, only fifty corporations had domination over most of the mass media industries, but this number was reduced to 29 in 1987 and afterward, the number is reduced to 23 in 1990 due to reverse and unfriendly economic environment (Khajeheian, 2017). Furthermore, the topic, media entrepreneurship is still young, poorly investigated and undeveloped field and is very little explored when it comes to entrepreneurial activities of independent start-up companies in different media industries (Achtenhagen, 2008). It is imperative that we identify the factors which have a range of impacts on business growth in media industries so that the newly formed media-firms and the upcoming newly-established media-firms can be sustained in the market. On the other hand, Dakoumi and Abdelwahed (2014) said that it is essential to study the factors that can influence an individual's intention, especially for the youth, toward new business establishment, to encourage entrepreneurship. Apart from these issues, Liñán and Chen (2009) mentioned failures of the previous research on entrepreneurship saying that there is a lack of agreement on the variables that determine the individual's decision to start a venture, whereas cognitive approaches have attracted considerable interest recently and much attention has been paid to the entrepreneurial intention; but, the explaining capacity of personality traits or demographic characteristics is still considered and so there is a need to clarify which elements play the most influential role in shaping the personal decision to start a firm. For all the above reasons, it is necessary to explore the question, what factors can affect the success of media entrepreneurial intention?

This research measures students' entrepreneurial intentions in the field of media and screens out students' choices in media entrepreneurship during their academic period. The respondents are Monash University students, currently enrolled in media and communications studies in the postgraduate level. After participating in this research, they may think proactively how to develop business ideas for starting up businesses of their own, rather than applying for jobs to media and communication companies. Likewise, students who think that their futures in labor markets are not secured may form ideas how to initiate businesses. Students' will be encouraged toward entrepreneurship and media entrepreneurship which will reinforce them to establish their own firms with their own ideas and creativities. They will be able to identify the antecedents which are mandatory for entrepreneurial intention. Furthermore, students' will get broad theoretical ideas about entrepreneurial intention and its antecedents. Yet, other

universities may apply same procedure to find out students' entrepreneurial intentions in the field of media. On the other hand, this research will abet media companies to know students' entrepreneurial intentions and may spark further research and promotional activities.

2. Literature Review

Turker and Selcuk (2009) said that not only policy makers but also scholars have declared why some people prefer entrepreneurial careers and others do not. The previous studies in the literature have given some alternative explanations on this issue. Some scholars primarily focus on the effect of personality characteristics on decision-making process; however, the results vary across the studies and they often indicate a link between entrepreneurial intention and some personality factors such as self-confidence, risk-taking ability, need to achievement, and locus of control. A person is surrounded by an extended range of cultural, social, economic, political, demographical, and technological factors and so personality traits cannot be isolated from these contextual factors. In the literature, there are some studies those take into account the role of these factors also. For instance, people can be pushed or pulled by the situational factors, which are related with their personal backgrounds and present lives. Bird (1988) defined intention as a state of mind that directs a person's attention toward a specific object or a path to achieve something; therefore, experience can be achieved through attention building which, in turn, increases self-confidence driving the person toward action. Weerakoon and Gunatissa (2014) believed that entrepreneurial intention is the key building block to know new-firm foundation route as entrepreneurial intentions are considered as more accurate predictors of entrepreneurial behavior and understanding entrepreneurial intentions will enable the researchers to investigate the dynamics of entrepreneurial venture creation process. Weerakoon and Gunatissa (2014) also pointed out that intention often acts as the most reliable forward planner of actual behavior which is feasible and desirable. They have composed the entrepreneurial event theory and theory of planned behavior for core theoretical account of intentions leading to invented story and these models say how the venture creations are formulated among people.

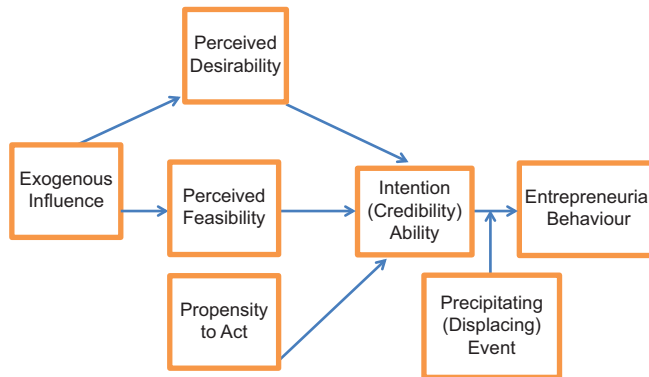
2.1. Shapero's model of entrepreneurial event

Shapero maintained that perceived feasibility, perceived desirability, and propensity to act are the significant antecedents of entrepreneurial intentions whereas exogenous factors such as prior exposure to entrepreneurial activity, unemployment, and external event influence perceptions of desirability and feasibility, which in turn influence intentions toward entrepreneurial behavior. Intentions require that founders perceive entrepreneurship as a "credible" career alternative where "Credibility" depends on perceptions that the venture is both desirable and feasible. Shapero also included "displacement," a precipitating event that triggers the actual intended behavior. Therefore, attitudes fully mediate the impact of exogenous factors on intentions (Krueger and Carsrud, 1993).

Shapero identified important variables in this relationship; (a) one dependent variable is entrepreneurial intention (EI), which represents the expected entrepreneurial behavior of the respondents. (b) Three independent variables which represent personal attitudes of the respondents. These variables include perceived desirability; perceived feasibility, and propensity to act (Ngugi et al., 2012) (Figure 1).

2.2. Ajzen's theory of planned behavior (ATPB)

ATPB can be considered as a suitable framework for understanding the impact of distal variables (e.g., personality) on entrepreneurial intentions. Furthermore, ATPB has received strong empirical support and is utilized as the theoretical framework for the prediction of entrepreneurial intentions (Obschonka et al., 2010). ATPB identifies three attitudinal antecedents of intention which are attitude toward the behavior, subjective norm and perceived behavioral control. Personal attitude toward outcomes of the behavior and perceived social norms reflect perceived desirability of performing the behavior. Attitude toward performing the behavior constructs taps perceptions of the personal desirability of performing the behavior; and, expectations and beliefs about personal impacts of outcomes resulting

Figure 1: Shapero's model of the entrepreneurial event

Source: International Journal of Asian Social Science, 2014;4(3):434-443

from the behavior measure attitude toward performing the behavior. In addition, perceived social norms tap perceptions of what important people in respondents' lives think about performing a behavior. Conversely, perceived behavioral control follows perceived feasibility of performing the behavior and so it is related to the concepts of situational competence (self-efficacy) (Krueger et al., 2000). Garba et al. (2014) told that external factors such as personality traits, unemployment, unstable, and predictable business environment not only play an imperative role for influencing entrepreneurial intentions and entrepreneurial behaviors but also discuss about initiating of new businesses; still, motivational factors such as risk-taking ability, desire for independence, and desire for success influence people to engage in entrepreneurial activities. Then again, Krueger and Carsrud (1993) said that intentions and behaviors are affected indirectly by exogenous influences through the changes of attitudes.

2.3. Comparing and contrasting the models

Krueger et al. (2000) revealed structural similarities between the Theory of Planned Behaviour and Shapero's Entrepreneurial Event Model. Both theories mentioned that perceived self-efficacy is hypothetically associated with perceived behavioral control. Furthermore, the theories presumed perceived feasibility as a subjective norm that guides attitude toward behavioral action of perceived desirability. Krueger et al. (2000), however, admitted that appropriate attitudes toward action may not be an adequate indicator of the entrepreneurial intention as people might have more than enough potential for entrepreneurial activities without having any intentions. For example, many business founders had less intention of starting businesses only few years before, whereas planned businesses were not launched by many promising entrepreneurs. To address this issue, another volitional element is added in the Shapero's Entrepreneurial Event named propensity to act which was not common composition in other behavioral theory.

3. Research Method

This section will describe research methodology for this paper which includes hypotheses, research design, sampling, independent and dependent variables, and data analysis. Approval to conduct this research was provided by the School of Media, Film and Journalism of Monash University, Australia in accordance with its ethics reviews and approval procedures.

3.1. Hypotheses

Intention-based model is derived from ATPB and Shapero's Entrepreneurial Event Model in this paper. Hypotheses are made to test the entrepreneurial intention model for this paper.

The starting hypotheses are:

- H_1 : Self-efficacy and the intention of media entrepreneurship are positively interrelated.
- H_2 : Feasibility and the intention of media entrepreneurship are correlated.
- H_3 : Awareness and the intention of media entrepreneurship are correlated.

3.2. Research design and sampling procedure

A survey was conducted by distributing questionnaires among the students of Monash University, Australia, who were studying media and communication. The number of samples were 90. Library documents such as books, journals, articles, and internet resources were used to get suitable information about media, entrepreneurship, entrepreneurial intention, also helped to establish relationships among dependent and independent variables.

3.3. Independent and dependent variables

Awareness is considered as an independent variable. The scale for measuring this variable is adopted from Zia-ur-Rehman and Dost (2013), which was modified to suit research. Moreover, feasibility is considered as another independent variable. The scale for measuring this variable is adopted from Ngugi et al. (2012), which was modified to suit research. Furthermore, self-efficacy is considered as another independent variable. The scale for measuring this variable is adopted from Liñán and Chen (2009), which was modified to suit research. On the other hand, entrepreneurial intention in media entrepreneurship is considered as dependent variable. The scale for measuring this variable is adopted from Liñán and Chen (2009), which was modified to suit research.

4. Results and Discussion

Questionnaires were distributed randomly among 90 students who were studying media and communications. IBM Statistical Package for the Social Sciences (SPSS) was used for analyzing the data. From Table 1, it can be seen that 84.4% of students are aged between 22 and 25 years. Therefore, it can be said that the respondents are young people who will receive encouragement on entrepreneurship by participating in this research. Furthermore, it is seen that participants have very few experiences on entrepreneurship as only 12.2% of students' previously attended entrepreneurship courses and 15.6% have attended entrepreneurship seminars.

The reliability test is an indication of the stability and consistency by which the instrument measures the concept (Sekaran and Bougie, 2016). In this research, the reliability test shows that the values of Cronbach alpha of independent and dependent variables are >0.7 , means that the reliability is good and strong enough for further data analysis. Furthermore, it can be said that the internal reliability of independent variables (awareness, self-efficacy, and feasibility) is enough reliable to measure a positive relationship with the dependent variable (entrepreneurial intention in media industries) (Tables 2 and 3).

Storytelling (Awareness Building Program) is an important means of communication for young people, which allows them to be future leaders and provides them a vision and new ideas. Storytelling can influence the intentions of new venture creation (Dakoumi and Abdelwahed 2014). In this research, awareness has a positive relationship with the entrepreneurial intention of media entrepreneurship ($r = 0.543$). Drnovšek et al. (2010) mentioned that entrepreneurial self-efficacy can influence positively to start-up businesses. Therefore, correlation lies between self-efficacy and entrepreneurial intention. In this research, self-efficacy has a positive relationship with entrepreneurial intention focused on media entrepreneurship ($r = 0.594$). Giagtzi et al. (2013) said that self-efficacy measures feasibility, possibly influenced by obstacles, personal capacities/skills, and confidence in their ability to perform entrepreneurial tasks and perceived availability of resources. In this research, feasibility has a negligible significant value ($r = 0.012$) that tenders a close relative kinship alike other two variables (Table 4).

The multiple linear regression analysis was performed to find out the relationship between dependent and independent variables. Mean values for all variables are put for multiple linear Regression

Table 1: Definitions of Media Entrepreneurship (Khajeheian, 2017)¹

Researchers Names	Definitions of media entrepreneurship
Hoag (2008)	The creation and ownership of a small enterprise or organization whose activity adds at least one voice or innovation to the media marketplace.
Achtenhagen (2008)	How new ventures aimed at bringing into existence future media goods and services are initially conceived of and subsequently developed, by whom, and with what consequences.
Khajeheian and Roshandel Arbatani (2011)	The creation and ownership of a small enterprise or organization whose activity adds at least one voice or innovation to the media marketplace.
Khajeheian (2013)	Individuals or small firms of which use their own or others' resources to create value by extracting opportunities through offering a service or product that is consist of any type of innovation in any of product/ service characteristics, process, distribution channel or place, or different innovative usage, to the media market, or any other market that media are its main channel of interaction.
Khajeheian (2017)	Media entrepreneurship is taking the risk to exploit opportunities (creation/discovery) by innovative use of (radical/incremental/ imitative) resources (ownership/control) in transform of an idea into activities to offer value (creation/delivery) in a media form (content/ platform/user data) that meets the need of a specific portion of market (businesses or consumers), either in an individual effort or by creation of new venture or entrepreneurial managing of an existing organizational entity and to earn benefit (money/attention/favorite behavior) from one of the sources that are willing to pay for (direct consumers, advertisers, data demanders, or any customer of generated information of consumers).

analysis in SPSS as model compiles the determinants based on means values. The regression analysis shows that the coefficient of determination (R) is 0.726 and R-square is 0.527 (Table 5 and 6).

According to Table 7, the results show that the relationship between self-efficacy and intention of media entrepreneurship is positive (0.000). Hence, hypothesis1 is accepted. Furthermore, results show that the relationship of feasibility with the intention of media entrepreneurship is also positive (0.028). Hence, hypothesis2 is accepted. Finally, the relationship between awareness and intention of media entrepreneurship is also positive (0.001), which makes hypothesis3 acceptable.

5. Limitations

This research has limitations like other social research. First, like the previous studies in the literature, this study also focuses on intentionality. Intentions may not turn into actual behaviors in the future. Therefore, even if one respondent stated a high entrepreneurial intention in the survey, but he or she might choose a completely different career path in the future (Turker and Selcuk, 2009). In fact, it has been a common problem for almost all study in the literature and currently there is no other accurate way to measure the tendency for entrepreneurship. Therefore, the statements of respondents about their entrepreneurial intention were taken as a reliable source of information. However, it might be more useful to measure this variable through multiple items to reduce measurement error in the further studies. Another limitation is that this research was conducted on the Media and Communication students of Monash University. If the research is conducted in any other university or any other department, the results may be different. Finally, it can be seen from the results that the percentage of students, enrolling

Table 2: Descriptive data

Demography of respondents	Frequency	Percent
Gender		
Male	18	20.0
Female	72	80.0
Age		
<18	-	
18–21	2	2.2
22–25	76	84.4
26–29	9	10.0
30<	3	3.3
Current education		
Diploma	-	-
Undergrad	-	-
Masters	90	100.0
Phd	-	-
Entrepreneurship course		
Yes	11	12.2
No	79	87.8
Entrepreneurship seminar		
Yes	14	15.6
No	76	84.4

Table 3: Reliability test

Variables	Cronbach alpha	Number of items
Entrepreneurial intention	0.902	5
Awareness	0.701	5
Feasibility	0.824	5
Self-efficacy	0.912	5

Table 4: Pearson's correlation test

Independent variables	Dependent variable: Entrepreneurial intention in media industries		
	Pearson correlation (r)	Sig. (two tailed)	n
Awareness	0.543	0.000	90
Self-efficacy	0.594	0.000	90
Feasibility	0.263	0.012	90

Table 5: Multiple linear regression analysis

R	R Square	Adjusted R Square	Standard error of estimate
0.726 ^a	0.527	0.511	0.62339

^aDependent variable: Entrepreneurial Intention in media entrepreneurship.

in entrepreneurship courses, and attending the entrepreneurial seminar are significantly low. It follows that the students may lack of knowledge and skills required for entrepreneurship.

Table 6: ANOVA result

Model	Sum squares	df	Mean square	F	Sig.
Regression	37.290	3	12.430	31.986	0.000 ^b
Residual	33.421	86	0.389		
Total	70.712	89			

^aDependent variable: Entrepreneurial Intention in media entrepreneurship.

Table 7: ANOVA result

Model	Unauthorized coefficient B standard error	Standardized coefficients beta	t	Sig.
(Constant)	-0.934	0.461	-2.027	0.046
Awareness	0.416	0.120	3.470	0.001
Feasibility	0.252	0.113	2.230	0.028
Self-efficacy	0.509	0.078	6.489	0.000

6. Recommendations for Future Research

Several recommendations can be given as a result of this research. First, the data were taken from the Media and Communication students of Monash University. Taking data from a wider range of locations would render more comprehensive and reliable results regarding students' intention to try their hands at media entrepreneurship. Second, this survey was done on students. However, future surveys can be done on professional employees who are working in media-related industries in order to know their entrepreneurial intention. Third, further research can take into consideration in interrelated sectors. For example, different media industries, firms who are offering advertising services, etc. Finally, after analyzing ATPB and Shapero's Entrepreneurial Event Model, I use feasibility, awareness, and self-efficacy as independent variables and made relationship with entrepreneurial intention in media entrepreneurship. Future researchers may try to find out other independent variables to make a relationship with entrepreneurial intention in media entrepreneurship.

7. Conclusion

The unemployment problem is a common problem throughout the world. Furthermore, many graduates want to establish their own businesses rather than working for companies as they want to implement their own ideas and express their own creativity in their businesses. Furthermore, some people have dreams to establish their own media firms as these kinds of people only find interests in media industries. The respondents of this research were from different countries of the world who were studying master's in communication and media studies. After contributing to this research, they will find it interesting to establish their future businesses in media sectors. Furthermore, they will be able to contribute in the economic development of their countries. Furthermore, students have dreams to be an entrepreneur in their life rather than working for companies. For those student's media entrepreneurship will be an interesting topic. ATPB and Shapero's Entrepreneurial Event Model can show the relationship between entrepreneurial intentions and its influencing antecedents on media entrepreneurship. Besides, we have seen from these two models that external influences such as availability of resources, unemployment, market demand, and environment can influence entrepreneurial intention and entrepreneurial behavior.

There is need for future researchers to use students from entirely different courses or backgrounds to examine their attitudes and entrepreneurial intentions. It is important to policy makers to understand the need to have a variety of entrepreneurship course modules that will enable students to choose areas on their own rather than having same course for every student. From the research, it is seen that very few percentages of students have experiences on entrepreneurial courses and entrepreneurial

seminars. Not only Monash University authority but also other universities, societies, communities, non-profit organizations and governmental organizations can take steps to establish more and more entrepreneurial courses or seminars to upgrade the students' entrepreneurial intention so that they will be able to pose entrepreneurial behaviors. Few universities have already introduced entrepreneurship courses or units in their curriculums and after considering this research paper, media entrepreneurship will be an interesting subject which can be introduced by the authorities not only in Monash University but also in other universities.

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