

OWN ENTERPRISE OR TAKING OVER THE FAMILY BUSINESS? WHICH FACTORS AFFECT THE CAREER CHOICE INTENTIONS OF HUNGARIAN HIGHER EDUCATION STUDENTS?

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Abstract

Based on the 2011 database of GUESSS, the paper investigates the effect of different familial and institutional factors of career expectations of Hungarian higher education students. The novelty of the study is that the authors analyse the factors affecting entrepreneurial career and walk of life expectations in the whole sample and in the following parts of the sample: students with and without family business background. The hypothesis is that familial pattern has a stronger effect on entrepreneurial career expectations than institutional learning in both short and medium-term; so values for entrepreneurial career expectations are rather affected by family background than by higher education institution.

Key words

Enterprise. Family business. Career choice intentions.

Introduction

Sustainable development is a must in all sectors, including banks (Kék et al., 1998), insurance companies (Timár – Borzán, 2013), all kinds of industries (Tóth, 2002-2006), and macroeconomics (Tóth, 2009 and 2013). Universities and colleges are not exceptions!

The operating effectiveness of higher education institutions can be measured by the fact that how fast, where and in which positions students graduated there can find jobs. In this matter higher education institutions have regularly conducted so-called follow-up surveys for a couple of years (Borzán, 2005a and 2005b). However, it is a less analysed field that what career choice intentions are conceived by students during their studies and what factors affect these choice intentions (Borzán, 2010). An international research (Global University Entrepreneurial Spirit Students' Survey: GUESSS project) analysing inter alia this topic as well began at the University of St. Gallen in Switzerland in 2003 and Hungary joined to this project in 2006. So far questionnaire surveys were conducted among higher education students in 3 years (2006, 2008 and 2011).

The aim of the study is to answer the question which factors affect the entrepreneurial expectations of students based on the database of 2011 with a special focus on familial and institutional¹ effects. Within the frames of the database we also investigate which factors influence the choice of the student having familial business background to set up an own enterprise or rather to take over the family business (in case if there is one in the family). There were surveys conducted with reference to this by using the GUESSS database (e.g. Szerb – Lukovszki, 2013; S. Gubik, 2013), however, the novelty of this study is that from the factors the authors focus on the comparison of the effects of familial and institutional background by analysing which factor has a higher influential power on each type of entrepreneurial career. The authors analyse the factors affecting the entrepreneurial career and walk of life expectations in the whole sample and in the following parts of the sample: students with and without family business background.

¹ The scientific studies about the role of the institutions in the economic performance are quite diverse. Pintér (2010) investigates the societal institutional basis of the economic performance and the entrepreneurial attitude.

Materials and methods

Since this study is based on the GUESSS survey, in the first part the main features of the survey are introduced, then – without completeness – the findings of some surveys conducted in this topic are illustrated.

Materials regarding career choice intentions of higher education students – The GUESSS project

In the past years a lot of surveys (e.g. Farkas – Kovács, 2010; S. Gubik – Farkas, 2014) were published with reference to how younger generation feel about setting up enterprises or taking them over², nevertheless, the career choice intentions of higher education students were first surveyed by GUESSS project after millennium³. The aim of GUESSS survey (www.guesssurvey.org) is to map at international level what kind of entrepreneurial attitudes higher education students have. The idea of the project was born at the University of St. Gallen in 2003 and since then 6 surveys have been conducted. Hungary has been participating in the surveys since 2006.

In this study the authors use the database of 2011; therefore the features of the sample of 2011 are briefly introduced. In 2011, 26 countries participated in the survey (the number of participating countries has been growing from survey to survey, in 2006 only 14 countries participated, while in 2013 34 countries did so), approximately 93.000 students of almost 500 universities responded to the questions which analysed inter alia whether students wanted to be entrepreneurs; if not, which are the obstacles; if yes, what are the motivating factors.

Discussion: research findings related our topics

First of all, we want to emphasize that surveys haven't been made so far in our research topic; therefore we can introduce other pieces of research which are similar in their topic but different in their context.

Based on the GUESSS survey more detailed analyses and country-reports (www.guesssurvey.org) were made on the one hand at international level and on the other with reference to Hungary. A few of the findings related to the topic of this study is introduced as follows.

Zellweger and Sieger (2012) made maybe one of the most comprehensive analyses at international level about the survey of 2011. They analysed in 26 countries that part of the sample whose family has entrepreneurial background. They analysed on which factors (e.g. personal factors, family background, and other factors) short- and medium-term career choice intentions, especially the plans of taking over the family business depend. Among other factors they analysed to what extent the plan of taking over the family business depends on the economic performance of the given country (GDP/capita) and its willingness to take risks as well as on its individualistic feature. They found that taking over the family business is a characteristic of those countries where people are less individualistic and tend to avoid uncertainty and where per capita GDP is lower (in poorer countries it is more certain to take over an already existing enterprise than choosing a new, but uncertain one).

² The analysis of that is to what extent it is a characteristic of students to take over the family business of their parents came to the front in the past years especially in Hungary and in the other East-Central European countries. In Hungary and in East-Central Europe most of the family businesses were set up during the 1990s, thus in this area the proprietors have to face the question of succession nowadays, whereas e.g. in a Western European country due to historical traditions the majority of enterprises has already got through more generational changes and the associated tasks have already been known.

³ With reference to the whole population in connection with entrepreneurial activity the GEM (Global Entrepreneurship Monitor) survey provides international findings.

In their study written about the database of 2006 Zellweger et al. (2011) analysed the career choice intentions of students with entrepreneurial background in international context by applying a psychological approach. Similar to previous pieces of research (Davidsson, 1995; Sherer et al., 1989; Kolvereid, 1996) they found that the students whose parents are entrepreneurs – by seeing the family pattern – are more willing to be entrepreneurs since the family model can be a role model for them.

Based on the Hungarian database of 2011 more Hungarian authors (S. Gubik, 2013; Szerb – Lukovszki, 2013; Koltai – Szalka, 2013) analysed the factors affecting the setting up of a business. Szerb – Lukovszki (2013) defined the positive effect of the following factors: innovative skill, participating in entrepreneurial courses, family business background. Some authors (S. Gubik, 2013; Szerb – Lukovszki, 2013; Reisinger – Kovács, 2013; Kovács – Reisinger, 2014) also dealt with the relation between education and becoming an entrepreneur, which is discussed in more details in a subsequent subsection.

Lazányi (2014a, 2014b) on the other hand emphasised in her works that not every student in higher education – not even in business development – are fit to become entrepreneurs. One of the reasons is that the students often do not have the necessary and appropriate financial knowledge (Csiszárík-Kocsir, 2013; Csiszárík-Kocsir et al., 2013 and 2015). They mostly lack skills and competencies, but very often the necessary knowledge and expertise as well to start their own business ventures (Medve – Dudás – Lazányi, 2014). According to her findings, the role of higher education institutes in fostering the entrepreneurial ideas, intent and effectuation is substantial (Lazányi, 2015).

Today's technologies or demands are changing faster and faster, so we have to constantly ensure the novelty for our consumers. But the question is: how? The competitiveness-forming role of knowledge and creativity applies here, since with these competences we are able to give a quick and effective answer to the question "how".⁴ Those companies can be the first to satisfy the consumers' existing and latent demands, who have leaders and employees with the ability to answer this question as fast as possible. Without good education system there is no chance to increase the number of young innovative enterprises in the Hungarian economy (Varga, 2013).

According to Bándy (2013) among the highly-skilled young generation there is a trend to migrate for a while and those Hungarians obtaining working possibility abroad are mostly not in the position deserved by their graduation. Their motivation is more material i.e. money driven and not professional. The learnt material/occupancy and knowledge gained in Hungary is almost lost as the young graduates who migrate do not strive to get a job in accordance with their knowledge cannot be utilized at home.

Imreh-Tóth et al. (2013) stated their findings based on a questionnaire survey conducted at the University of Szeged. This survey was conducted independent from the GUESSS survey but its content was very similar, furthermore they compared their findings to the conclusions of the GUESSS and the GEM (Global Entrepreneurship Monitor) surveys. They found for instance that the entrepreneurial willingness of (full-time) students of the University of Szeged is higher than the Hungarian average, furthermore that according to students entrepreneurial knowledge obtained in higher education is of importance and useful.

Although without a specific focus on higher education students, there were surveys conducted on the subject of becoming an entrepreneur and taking over the family business in the past years. This study introduces only those research findings that are relevant from the viewpoint of the study and these are the followings without completeness:

- According to Bögenhold and Staber (1991) in those countries where the level of cultural capital is high, the reason for being an entrepreneur is not economic but

⁴ We should also add that young entrepreneurs can benefit from the launch of programmes, like the 'Funding for Growth Scheme' (Szabó, 2014).

because people want to try themselves thus they rather plan to set up an own business than to take over the family business. In a more insecure economic situation the supporting role of the family can be much greater as well as the taking over of the family business since it may provide a more secure subsistence than the setting up of a new enterprise.

- Laki (1994) and Czakó et al. (1994) found that becoming an entrepreneur comes off progressively in time: people usually enter the more insecure entrepreneurial sector if they have all the necessary knowledge until that time they rather work as employees. In connection with this Garcia et al. (2002) state that it is practical to gain other business experience as employees or by setting up an own enterprise before taking over the family business. Of course not everybody is capable of being an entrepreneur, thus we think that a particular part of people will never be and does not want to be an entrepreneur.
- In connection with the previous train of thought Keeble and Wever (1986 – cited by Kuczi, 2011:78) remark that being an employee in a small-sized enterprise may contribute more to becoming an entrepreneur in the future than being an employee in a large company.
- An interesting explanation of the establishment of family businesses is provided by Pollak (1989 – cited by Kuczi, 2011:48): under market economy conditions family businesses are established in a higher proportion in two cases: in case of lack of general confidence or that of resources. Within conditions like these people rather stay within their family and do not enter a more uncertain field. This assumption is consonant with the statements of Zellweger and Sieger (2012).
- Garcia and her co-author (2006) explain that in becoming an entrepreneur family background provides such a surplus which cannot be provided by any formal learning. We agree with it, however, in spite of this we think that the role of education is not negligible therefore in the next section we briefly introduce the most important research findings with relation to this.

Methods – Factors affecting the career choice intentions of higher education students

The aim of this analysis is to introduce what career the respondent Hungarian higher education students envisage for themselves right after their graduation and five years later. After that based on the database of GUESSS from 2011 we analyse which factors affect the career choice intentions and expectations of the respondent students of Hungarian higher education institutions in the short-run (right after graduation) and in the medium-run (five years after graduation) as well. We especially wondered to what extent familial patterns and educational learning influence career choice intentions and within this the attempts to set up an own enterprise and to take over one (family businesses)⁵.

In Hungary in 2011, 5 677 students filled in the questionnaire. 59,4% of the respondents were women and 70% of them were younger than 24. 13,3% of the respondents were older than 31. Altogether the questionnaire was filled in in 23 Hungarian higher education institutions from which 5 were private institutions in 2011. Most of the questionnaires were filled in at the University of Pécs, which meant 757 respondents who meant 13,3% of the respondents. If we see the filling in ratio within the institutions then the filling in activity of the students of the University of Pécs is medium since the students of Gábor Dénes College (7,8%) and those of EDUTUS College (7,5%) filled in the questionnaire in the highest ratio. Altogether 1,9% of the students of the 23 institutions filled in the

⁵ The limits of scientific interest are obviously strongly determined by the obstacle meant by the database, which enables the analysis of family background in a very restricted way.

questionnaire, and based on the above, the two mentioned colleges and some other institutions are overrepresented in the sample, what is more there were four institutions where the number of respondents was lower than five. Based on these, we state our observations regarding the 5 677 students and their subgroups based on the topic of the studies.

Most of the respondent students participated in bachelor course, 13,4% of them in master course, 1,1% of them in doctoral education, while 0,3% of them studied in other form. More than half of the respondents (57,2%) have studied in the given institution for one or two years, but the ratio of students who have studied in the given institution for four or more years (22,6%) is also not negligible. Almost one third of the students take part in economic education, but the fields of engineering and informatics are also decisive.

Our hypothesis is that the example seen at home affects the career choice intention more strongly than the institutional education with reference to both times, in other words, values referring to entrepreneurial career choice intentions are rather affected by familial background than by the higher education institution.

The variables involved in the analysis can be subdivided into *four* groups. As *demographical variables* we mean age, marital status and the sex of the respondent. *Familial background* is represented by two aggregated and transformed variables: *familial effect* and *familial togetherness*. *Institutional effect* is represented by three aggregated and transformed variables: *the existence of lectures and seminars (whether there are courses regarding enterprises or family businesses in the given institution)*, *the scientific field* and *the educational level*. *Dependent variables* are career choice intentions right after graduation and five years after graduation.

The variables of the model, except for demographical variables, were made by aggregating more variables thus they have different scales. In order to apply them appropriately during further analyses it was necessary to transform the variables with the aim of scale unification. Our dependent variable is a non-metric variable since it has four categories: employee, other/uncertain, enterprise founder, enterprise continuer. Due to the nature of the variables the testing of the hypothesis requires the application of multinomial (polychotomous) regression.

We created six models to test the hypothesis. For the testing of the model the polychotomous regression is appropriate, we checked the significance of the model by likelihood-ratio and the significance of the effect of parameters by Wald-test. In every case we see the applied category as reference category. With the help of *Model 1 and 2* we analysed the factors affecting the short- and medium-term career choice intentions in case of the whole sample, while in case of *Model 3 and 4* we did the same with reference to the part of the sample having entrepreneurial background, whereas *Model 5 and 6* analyse the expectations of those without entrepreneurial background. The aims of the creation of the models were the followings:

- to be able distinguish between short- and medium-term career choice intentions,
- since in the focus of our research is to define factors affecting attempts to set up an enterprise or to take over one (family business), we considered important to analyse the factors separately in case of the part of the sample having family business background and that part of the sample without family business background.

Family background or institutional effect?

In this section we introduce the factors affecting the short- and medium-term career choice intentions of students. First we introduce the findings resulting from the running of the models (Table 1), and then we briefly evaluate the significant elements.

1. Table. Factors affecting intentions regarding entrepreneurial career

		Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
		Exp(B)	Exp(B)	Exp(B)	Exp(B)	Exp(B)	Exp(B)
other-uncertain	Zq1_2	1,258*	1,21*	1,272*	1,24*	1,255*	1,201*
	Zq1_3	1,012	0,99	1,129	0,963	0,981	0,987
	Zq1_1_age	0,989	1,08	0,798	0,947	1,021	0,991
	Znewq6_1_2	1,016	1,062	1,18	1,259*	.	
	Znewq_7	0,907*	0,983	0,9	0,96	0,906*	0,988
	Znew_e_gy_1	0,95	0,938	0,963	0,896	0,945	0,948
	Znewq2_4	0,910*	1,029	0,962	1,063	0,892*	1,017
	Znewq2_2	0,897*	0,831*	0,9	0,904	0,897*	0,814*
enterprise founder	Zq1_2	0,815*	0,920*	0,785*	0,921	0,834*	0,917*
	Zq1_3	1,046	0,946	1,039	0,921	1,038	0,957
	Zq1_1_age	1,207*	1,025	1,075	1,033	1,250*	1,014
	Znewq6_1_2	1,432*	1,206*	1,333*	1,256*		
	Znewq_7	0,874*	0,975	0,883	0,989	0,877*	0,97
	Znew_e_gy_1	1,053	1,051	1,185*	1,082	0,997	1,041
	Znewq2_4	0,913*	1,153*	0,868	1,047	0,936	1,191*
	Znewq2_2	0,887*	0,878*	0,876	0,882	0,893	0,879*
enterprise continuer	Zq1_2	0,849*	0,902	0,824	0,884	0,926	0,945
	Zq1_3	0,862	1,029	0,92	0,996	0,814	1,062
	Zq1_1_age	1,01	0,957	0,994	0,936	1,062	0,976
	Znewq6_1_2	2,116*	2,135*	1,311*	1,649*		
	Znewq_7	1,119	1,07	1,276*	1,279*	0,935	0,862
	Znew_e_gy_1	1,03	1,232*	1,182	1,213	0,799	1,305*
	Znewq2_4	0,961	0,982	1,018	0,912	0,875	1,063
	Znewq2_2	0,922	0,93	0,885	0,902	0,99	0,999
<i>the rate of properly categorised cases:</i>		68%	40%	61%	42%	71%	39%
<i>Nagelkerke -R square:</i>		7,20%	6,40%	5,30%	4,40%	3,20%	3,20%
<i>model significance (likelihood ratio test)</i>		0	0	0	0	0	0
<i>number of elements:</i>		5677	5677	1451	1451	4226	4226
<i>reference category: employee</i>							
<i>*significant at 5% level</i>							

Source: Own compilation

With the help of *Model 1* we analysed the factors affecting short-term career choice intentions in case of the whole sample. The findings show that in case of *women* career choice

intentions are more uncertain; the strength of familial togetherness negatively influences the likelihood to get into the categories of other/uncertain and of enterprise founder. The rising of the age of the respondent as well as family business background raises the likelihood to get into the category of enterprise founder. In case of family business background the likelihood to get into the category of enterprise continuer raises markedly. In point of scientific fields the shift from social sciences towards technical and business sciences as well as the increase in qualifications diminishes the likelihood to shift from the category of employee.

With the help of *Model 2* we analysed the factors affecting medium-term career choice intentions in case of the whole sample. The uncertainty of women respondents is stronger in this case as well. An increase in qualifications diminishes the likelihood to get into the category of other/uncertain and of enterprise founder. Family business background significantly and positively affects the likelihood to get into the categories of enterprise founder and enterprise continuer. It is an interesting and important result that the positive effect of educational learning also appears in case of these categories too.

By using *Model 3* we analysed the factors affecting short-term career choice intentions in case of that part of the sample that has family business background. Women respondents were more likely to get into the category of other/uncertain. The likelihood to get into the category of enterprise founder rises if the respondent is man and has family business background and if the respondent learnt entrepreneurial/business courses in a higher education institution. The likelihood to get into the category of enterprise continuer was positively affected by family business background and the strength of familial togetherness.

With the help of *Model 4* we analysed medium-term career choice intentions in case of the part of the sample that has family business background. The likelihood to get into the category of other/uncertain rises if the respondent is woman and has family business background. Family business background raises the likelihood to get into the category of enterprise founder. Family business background and the strength of familial togetherness significantly and positively affect the likelihood to get into the category of enterprise continuer.

With the help of *Model 5* we analysed short-term career choice intentions in case of the part of the sample that has no family business background. The likelihood to get into the category of other/uncertain rises if the respondent is woman, but it diminishes if familial togetherness is strong and there is a shift towards business sciences and if the level of qualification increases. The likelihood to get into the category of enterprise founder rises if the age of the respondent rises too, but it diminishes if familial togetherness exists and if the respondent is woman. None of the factors affected significantly the likelihood to get into the category of enterprise continuer, which is not a surprise since there were no enterprises in the family in case of this group of the respondents.

With the help of *Model 6* we analysed medium-term career choice intentions in case of the part of the sample that has no family business background. The likelihood to get into the category of other/uncertain rises if the respondent is woman, whereas it diminishes if qualifications increase. The likelihood to get into the category of enterprise founder diminishes if qualifications increase, whereas it rises if qualification shifts towards business sciences. If the respondent has participated in business courses, the likelihood to get into the category of enterprise continuer rises. There are two reasons for this. One of them is that a certain part of the respondents misunderstood the question and they thought that they would take over an enterprise of one of their relatives or another already operating enterprise.

The findings show that family affects career choice intentions in a stronger way than institutions do.

Table 2 illustrates the significant factors determining short-term career choice intentions. The table shows which factors influence positively and negatively in the short run

those expectations of students to get into the categories of enterprise founder and enterprise continuer from that category of employee (during model running, as we have already mentioned, being an employee as a career choice intention was the reference category).

2. Table. Significant factors affecting career choice intentions right after the studies with reference to setting up an enterprise and to taking over the family business, n=5 677; n=1 451; n = 4226

Enterprise founder					
n=5 677		n=1 451		n= 4 226	
positive	negative	positive	negative	positive	negative
age	sex	familial effect	sex	age	familial togetherness
familial effect	familial togetherness	the existence of lectures, seminars			sex: woman
	scientific field				
	educational level				
Enterprise continuer					
n=5 677		n=1 451		n=4226	
positive	negative	positive	negative	positive	negative
familial effect	sex	familial effect		no significant	no significant
		familial togetherness			

Source: Own compilation based on questionnaire survey

In case of the whole sample it can be stated that the older the student is, the more desirous of being an enterprise founder instead of being an employee it is, furthermore familial background also affects since either or both of the parents are entrepreneurs, the student rather stated his/her expectations with reference to this. This research finding is consonant with the finding of more pieces of research carried out abroad, according to which family business background are very likely to result in an entrepreneurial career (Davidsson, 1995; Sherer et al., 1989; Bronfenbrenner, 1986). However, it is an interesting fact that the stronger the family togetherness is, the less venturesome the students are. Furthermore it can be stated that men and those who studied at a lower level (thus students of BSc and BA courses) in 2011 and students studying in the field of social sciences are more willing to set up an own enterprise. In case of those who want to take over the family business only familial influence and sex were determining factors thus those planning to take over the family business are typically men with family business background.

When we only analyse students with family business background we can state that if both of the parents are entrepreneurs, then it is more likely that male students become enterprise founders instead of being an employee, and in this case their education positively affects their plans to set up an own enterprise as well. Moreover it can be stated that in this case family togetherness positively influence the decisions of students regarding taking over the family business, thus tight family bonds rather influence students to take over the family business than to be an employee. This fact was also worded by Garcia et al. (2006 – cited by Málovics and Vajda, 2012:386), who think that formal (institutional) education is not capable

of transferring such knowledge that a cohesive family with entrepreneurial background can provide.

Table 3 illustrates the significant factors determining medium-term career choice intentions based on the method introduced in the previous table. In the whole sample family business background unequivocally affects positively in case of those who want to set up an own enterprise and those who want to take over the family business as well (in case of the latter the likelihood is higher if both parents are entrepreneurs). Contrary to career choice intentions right after graduation, in this case typically men who studied in the fields of economics and engineering in 2011 will be enterprise founders instead of being employees five years after graduation. Moreover knowledge obtained at universities or colleges is a determining factor as well in case of those who want to take over the family business, but not in the smaller sample but the whole multitude. It enables to conclude that knowledge obtained in institutions is not 'ripened' right after the studies since most of the students want to be an employee right after graduation and hereby get experience thus we think that getting experience is needed to utilise the knowledge on the merits in case of setting up an own enterprise. In case of those having family business background significant determining factors are family background and a cohesive familial atmosphere similar to the case of short-term career choice intentions.

3. Table. Significant factors affecting career choice intentions five years after the studies with reference to setting up an enterprise and to taking over the family business, n=5 677; n=1 451; n = 4 226

Enterprise founder					
n=5 677		n=1 451		n=4226	
positive	negative	positive	negative	positive	negative
familial effect	sex	familial effect		business scientific field	sex: woman increase in qualifications
scientific field	educational level				
Enterprise continuer					
n=5 677		n=1 451		n=4226	
positive	negative	positive	negative	positive	negative
familial effect		familial effect		completing business courses	
the existence of lecture, seminars		familial togetherness			

Source: Own compilation based on questionnaire survey

Conclusion

In our study we wondered what kind of career choice intentions higher education students have in short- and medium-term, and which factors affect these intentions significantly (among these factors we analysed especially two factors: the effects of family and those of higher education institution). Our hypothesis was that rather the example seen at home affects the career choice intentions of students and not the institutional education. We based our analysis on the database of GUESSS from 2011.

During the study of professional literature we stated that some researchers have already analysed the career choice intentions of higher education students and the factors affecting these intentions both at national and international level, however, they have not compared the effect of family with that of the institution yet. Another novelty of our research was that we carried out the analysis in case of the whole sample as well as in case of those having family business background and those without family business background.

We stated that students imagine their future differently in short- and in medium-term. In the short run, thus right after graduation more than half of the students imagine their occupational career as employees, however, in the medium run they rather plan to set up an own enterprise and a significant part of those students who have family business background plans to take over the family business. Among the factors affecting the intentions we analysed demographical factors, family background, the extent of familial togetherness, the effect of the institution, and from these factors familial effect was found to be significant in every analysed model. Furthermore it has been clearly shown that men are more venturesome (or they are forced to do so) than women. However, knowledge obtained in institutions was found to be significant in only two cases: on the one hand, in short-term in case of those students whose one or both parents is/are entrepreneur(s), thus in their case besides the example seen at home, knowledge obtained in higher education institutions is also founded to be a determining factor. On the other hand, in medium-term in case of students who want to take over the family business, which enables to conclude that knowledge obtained at universities or colleges becomes relevant in entrepreneurial being later, only years after graduation.

Based on the above, we accept our hypothesis according to which values seen at home affect more the short- and medium-term career choice intentions of students than knowledge learnt in higher education institutions.

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