

ABSTRACT

This study investigates the role of higher education institutions in promotion of entrepreneurship culture and fostering the interest level of MBA graduates in Sindh. Some public and private business institutes are striving for the maximum transformation of business skills and leadership qualities to mitigate the increasing ratio of unemployment and poverty in Sindh.

The research results indicated that 72% of the business graduates were interested to start their own business after completion of their MBA degree. Majority of business graduates who are doing their MBA Marketing were inclined towards entrepreneurship as compare to any other specializations offered by business institutes. While most of the business graduates were also reluctant to start their own business because of various obstacles in front of them i-e access to finance, economic uncertainty and fear of failure in Sindh.

The present study identified that HEI are playing the crucial role in fostering the interest level of business graduates. In the public sector graduates of Sindh University Jamshoro showed higher level of interest in entrepreneurship and in the private sector graduates of Muhammad Ali Jinnah University showed higher inclination towards entrepreneurship. Majority of business graduates showed positive attributes toward university education and entrepreneurship activities inside the campus.

This research revealed that entrepreneurship preferences of business graduates are inclined towards the service-based model of entrepreneurship irrespective of public or private business institutes in Sindh. Most of the business graduates are inspired from their family support and innovative friends to become an entrepreneur in different regions like Karachi, Hyderabad, Khairpur, Sukkur and Larkana.

The comparison with the other similar studies from the other provinces explored that business graduates of Sindh province are less interested towards self-employment as compared to the Punjab province. However, lower number of universities and technical institutes are also hampering the interest level of business graduates in different regions of Sindh.