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ENTRENCHED CULTURAL ATTRIBUTES AS PREDICTORS OF ENTREPRENEURIAL START-UP BEHAVIOUR AMONG AFRICAN STUDENTS AT AN INSTITUTION OF HIGHER LEARNING IN THE EASTERN CAPE PROVINCE OF SOUTH AFRICA

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ABSTRACT

In respect of the economic challenges facing the majority of Africans in South Africa which include poverty and inequalities, this study held that components of the Africanisation ideology like ubuntu may be considered to be valuable. The study recognised that dimensions of the Africanisation philosophy can be central in achieving justice and equality in post-apartheid South Africa. In particular, the ubuntu dimension which includes value for all human beings and according them respect as well as dignity to foster collective development, the fight against apartheid was won. In the same manner, this study envisages winning African problems through Africanisation in entrepreneurial education. The study was developed to explore the concept of Africanisation as a predictor of entrepreneurial start-ups against the background that the components of Africanisation such as collectivism, respect for one another, collective support for one another and love for the people can build peace and foster economic and entrepreneurial growth. The longitudinal research design where data was collected from seventy final year students of Entrepreneurship at a University in the Eastern Cape Province was adopted. In the first instance data was collected to rate the entrepreneurial disposition of the students using Hofstede's cultural theory and in the second stage, data on the entrepreneurial behaviours of the students after two years of graduation was considered. The study found considerable support that cultural entrenchments related to entrepreneurial behaviours. Entrepreneurial students with a well established cultural entrenchment attributed the success of their ventures to certain attributes of Africanisation.