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Career in Entrepreneurship: Perceptions of Hungarian and Turkish Students

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entrepreneurship in individuals is also important for the well-being of society as a whole. At this point, we may pose the question: “What factors influence entrepreneurship?” Illes *et al.*, (2015) list an array of factors concerning the subject. Regarding Turkish-Hungarian students, social, cultural and historical factors may all come to our mind. In history, various ties developed between the two countries, resulting in the two cultures significantly influence one another. For instance, even today a number of Turkish baths operate in Hungary, which is advantageous to the country both from a touristic and cultural aspect.

According to Collin & Young (2000): “career relates the past and present to the future, including our planning for and anticipation of the future, and also addresses how the future motivates action and the construction of meaning in the present” (p.1). That is, career relates to the present, past and future as well. When introducing the factors influencing the choice of entrepreneurship as a career, we should start with suggesting ways of possible solutions. Therefore, in our study, our aim is to collect information on and highlighting the factors influencing entrepreneurship among Hungarian-Turkish students, the nature and differences between the factors influencing students of the two countries.

2. The aim of the Research

Our aim in this study is to interview, map and understand entrepreneurship among Turkish-Hungarian students receiving higher education in Hungary. At the same time, we will document and analyse the influencing factors of entrepreneurship in the career of Turkish-Hungarian students as well.

3. Method

This research was made among Turkish and Hungarian students receiving higher education in Hungary. The interview was made with the participation of 10 Hungarian and 10 Turkish students studying at several universities in Hungary. When preparing the question of the interview, a part of the questions regarding entrepreneurship were based on the reverberation of interview question in Bozkurt et al. (2012) and others, (e. g., A question on technology was posed because the subject are members of the so-called “Y-generation”). Questions regarding studies abroad were included in the interview due to the fact that the authors are also Turkish students receiving education abroad, and therefore found them relevant to their own situation.

	Sciences			Study	Sciences		
	Social Sciences	3	30		Social Sciences	3	30
	Business Economic	4	40		Business Economic	4	40

As we can see from the above table, the gender breakdown of participants is equal. As for age distribution, the age group 18-23 constitutes 35% of the participants, while 24-29 constitutes 40%, and 30-37 makes up 25%. Regarding the level of education, most of the participants (40%) finished secondary education; 35% are Master students, and the remaining 25% are PhD students. Regarding the field of study, 40% are Business Economics students, with the 60% remaining being Social Sciences and Natural Sciences students, in equal proportion.

Barriers

The first question of the study referred to the obstacles in the way of successful entrepreneurship (see Table 2). Most of the Hungarian and Turkish students participating in the interview quoted the lack of financial resources – 9 Hungarian (90%) and 8 Turkish (80%) students saw insufficient financial resources as a barrier to entrepreneurship. In his study carried out among Hungarian students, Gubik (2014) came to the conclusion that while a significant part considers working for a company within 5 years of graduation, an increasing number of them plan to be self-employed – in other words, become an entrepreneur. This may raise the question – “Why not now, and why 5 years later?” The answer to this question undoubtedly involves financial difficulties or lack of capital.

Lack of experience was listed by 9 (90%) Hungarian and 7 (70%) Turkish students. That is, it was listed in equal proportion to lack of finances by Hungarian students. In a study carried out at Szent István University among Hungarian students, Vinogradov *et al.* (2015) also support this view of the students. This study also proved that students who have a job during their university years are more successful later on in the job market (than those who do not hold a job during their studies). This also supports the fact that experience is an important factor influencing students' career.

Also, 100% of Hungarian students (N=10) evaluated the impact of Experience and Networking as positive. At the same time, 70% of Turkish students (f=7) mentioned the positive impact of Experience and 60% (f=6) of Networking. Those students who experience a negative impact from family regarded exaggerated expectations of their family environment as a high-stress factor.

Technology

Technology has an influence on many areas of life, including business life, and continues to have a higher impact with every passing day. This study was conducted among university students; the participants are all members of the so-called “Generation Y”⁴, which makes the results of this study more understandable. Technology in entrepreneurship is highly important for this generation, which basically grew up with modern digital technology. When asked the question, “*What are your thoughts about the impact of using technology on entrepreneurship nowadays?*” 80% of Hungarian students regarded technology as absolutely indispensable, while 20% regarded it as a useful factor. As for Turkish students, 100% regarded technology as absolutely indispensable.

Students were asked to evaluate the impact of technology on business in regards to market research and new ideas. 80% of Hungarian students (f=8) opted for market research as well as 70% of Turkish students. 60% of Hungarian students (f=6) regarded new ideas as highly important, while 90% of Turkish students stated the same. At the same time, 40% (f=4) of Hungarian students regarded it as an important factor for network building as well.

6. Conclusion

There are many factors influencing career choices for university students. One of them is entrepreneurship and it has become an inescapable factor in the modern world. Unemployment has become a serious issue in many parts of the world. Therefore, entrepreneurship is a highly important factor in economy for the creation of employment opportunities. The general problem of false self-employment is also becoming an issue, and, with the increasing number of graduate unemployment, cannot be disregarded.

⁴ The members of the generation born in 1980-2000 are called “Generation Y”, being the ones supposed to represent the first generation that grew up with modern digital technology (Zemke, Raines, & Filipczak, 2000).

discouraging factors that constitute obstacles in the way of successful entrepreneurship.

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