

"A Study To Assess The Knowledge And Attitude Towards Nurse Entrepreneurship Among Nursing Staff Of Hospital In Metropolitan City"

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Introduction:

Nurse entrepreneurship is an emerging and impactful domain within nursing that integrates clinical expertise with innovative, business-oriented thinking. With the growing demand for healthcare innovation, shifting roles of nurses, and emerging technologies, nursing entrepreneurship has the potential to enhance healthcare services, empower nurses, and contribute to public health improvement. The study explores the knowledge and attitudes toward nurse entrepreneurship among nursing staff in a metropolitan city hospital, highlighting both the barriers and opportunities for entrepreneurial engagement in the nursing profession.

Background and Rationale:

The concept of entrepreneurship in nursing is rooted in the idea of nurses utilizing their clinical knowledge and leadership capabilities to establish independent practices, healthcare startups, consultancy services, and other business ventures that cater to emerging healthcare needs. Despite the increasing global recognition of this field, especially in the wake of healthcare crises like the COVID-19 pandemic, nursing entrepreneurship is still underutilized.

Florence Nightingale, often credited as a pioneer of nursing, also demonstrated entrepreneurial traits through the establishment of nursing training schools and systems reform. Following her legacy, other figures like Mary Grant Seacole and Clara Barton further exemplified entrepreneurial efforts within healthcare. The present study is motivated by the limited representation and training in entrepreneurial practices within traditional nursing education and the need for expanded awareness and readiness among nursing professionals.

Need for the Study:

The need to assess nurse entrepreneurship is urgent and multifaceted. Nurses are on the front lines of healthcare delivery and uniquely positioned to identify service gaps and implement patient-centered solutions. However, barriers such as lack of awareness, limited training, fear of failure, and systemic resistance often impede the uptake of entrepreneurial ventures among nurses. A foundational step toward overcoming these obstacles is understanding the existing knowledge and attitudes that nursing staff hold regarding entrepreneurship.

This study seeks to bridge this gap by evaluating the awareness and perceptions of nursing staff and determining their readiness to embrace entrepreneurial roles. It is expected that such an assessment will help inform educational programs, institutional support mechanisms, and policy-level interventions that foster nursing entrepreneurship in India.

Objectives:

1. To assess the existing knowledge regarding nurse entrepreneurship among nursing staff.
2. To assess the attitude level regarding nurse entrepreneurship among nursing staff in a metropolitan hospital.
3. To examine the association between knowledge and demographic variables.
4. To examine the association between attitude and demographic variables.

Conceptual Framework:

The study is based on the Health Belief Model (HBM), which suggests that individual actions are influenced by perceived susceptibility, perceived severity, perceived benefits, perceived barriers, cues to action, and self-efficacy. This framework was used to understand how nursing staff evaluate the risks, benefits, and feasibility of entrepreneurial ventures in their profession.

Review of Literature

Lizette Jacobson et.al J adv nurse. Conducted a study to explore the experiences and perspectives of nurses' transition into entrepreneurship in a clinical and cultural nursing setting and the impact of entrepreneurship on the nurses' role and professional identity. The qualitative study used a phenomenological-hermeneutical approach based on an interpretative phenomenological analysis and COREQ-guided reporting. Nine individual, semi-structured interviews were conducted face to face (n = 6) and by telephone (n = 3) with Danish nurse entrepreneurs between February and March 2019. The

analysis revealed four themes: (a) prejudice towards entrepreneurship; (b) to become an entrepreneur in a nursing culture; (c) rebellion against the traditional role as employee and (d) challenged professional identity and new professional roles. Nurse entrepreneurs are caught between traditional and new ways of viewing nursing identity, norms, values and roles. According to Nneka E Ubochi, Joseph C Osuji b Entrepreneurship is a concept involving developing and managing a business venture in order to gain profit by taking several risks in the cooperate world. They conducted a study with a purpose to explore the perception of entrepreneurship among nurses and develop a mid-range theory. The constructivist grounded theory designed was used. In-depth interview was conducted on 20 purposively selected participants using the zig-zag method of data collection until data saturation. As per this study, Nursing entrepreneurship is creating innovation in nursing driven by education and expertise, passion for creativity and positive creative climate.

Gunn-Berit Neergård. J. Nurs. Manag. conducted a study on nurses having acted entrepreneurially in a multitude of ways since the very beginning of the nursing profession. They conducted a systematic literature review of 647 documents. Analyzing empirical descriptions of entrepreneurial nurses' employment status, contexts, knowledge, activities, barriers and motivations. The employment status of entrepreneurial nurses represents an important difference in their activities, challenges and motivations. These roles are empirically rooted in the field of nursing and theoretically rooted in the field of entrepreneurship

Fernanda Hannah da silva capelli, Alacoque Lorenzini Fadmann, Jose Luis Guedes dos. Revista Brasileira conducted a study to demonstrate in the national & international literature the concept & typologies of entrepreneurship in nursing. The sample size consisted of 32 staff nurses in hospital facility. The concept of entrepreneurship nursing is related to personal & professional characteristics, such as autonomy independence, Flexibility, innovation, proactivity Self-confidence & responsibility. The typologies found wise social & business entrepreneurship & entrepreneurship. Entrepreneurship Can increase the visibility of the profession & foster the creation of new spaces for nurses

Sarah Wall. Nurs. Leadership conducted a study in Canada, as well as internationally, stating efficiency-focused organizational restructuring in healthcare has resulted in stressfull job change for nurses, although nurses continue to work in a system that values technologybased, physician-provided services. In this study, a focused ethnographic approach was used to explore the experiences of self-employed nurses, who see themselves as leaders in advancing the profession of nursing and its contribution to healthcare. Responses obtained from self-employed nurses to health system change, expanded roles for nurses, the consequences of this non-traditional approach to nursing work and the possibilities for change that arise from nursing entrepreneurship

Rosana maria Barbero colithi, Andrea Bueno Benito Bonini, Silvana Andaeo malina Lima Reviato Brasileira conducted a study to identify the knowledge produced on business entrepreneurship in nursing. Integrative literature reviews cumulative index to nursing & Allied Health Literature (CINAHL). EMBASE. SCOPUS, web of science PubMed, midline Calin American & Caribbean Literature in Health Sciences (LILACS). They included available studies in their totality in the period from 2007 le 2017. 22 articles were included; the categories that emerged from the study are the following Concepts of entrepreneurship in nursing profile of the entrepreneur nurse. There is a need to prepare nurses with adequate skills to increases the capacity. To integrate into labor market & to improve their own wellbeing & that of Society.

Research Methodology:

A descriptive survey approach was used with a quantitative research design. The study was conducted among 100 nursing staff members selected through random sampling from a metropolitan city hospital. The research tool included a structured questionnaire divided into three sections:

- Section A: Demographic data
- Section B: Knowledge questionnaire
- Section C: Attitude scale

Data were collected through self-reporting methods. Descriptive statistics and Fisher's exact test were employed for data analysis and interpretation.

Key Findings:

- **Demographics:**
 - o 78% of participants were between 20-30 years.
 - o 96% were female. o 94% were staff nurses.
 - o 59% had 1–5 years of experience.
 - o 77% had heard about nurse entrepreneurship.

- **Knowledge Levels:**

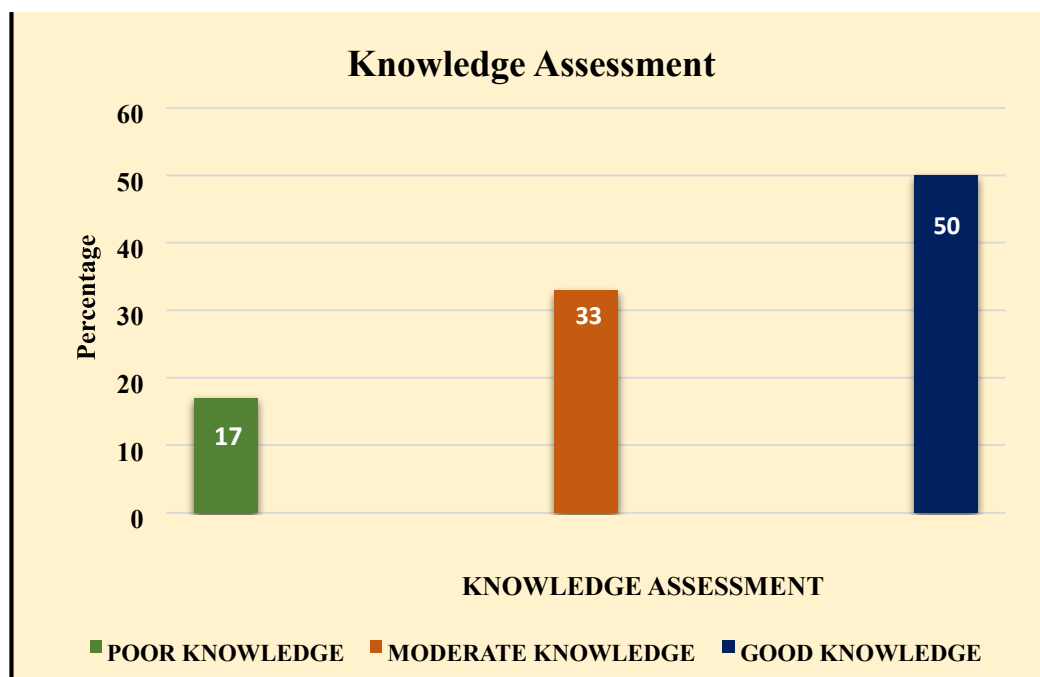


Fig. 1. shows that a significant portion (50%) of individuals have good knowledge regarding Nurse entrepreneurship, which is a positive outcome. 33% of individuals have average knowledge, indicating a need for improvement or further training. 17% have poor knowledge, suggesting the need for targeted interventions to enhance their understanding.

- **Attitude:**

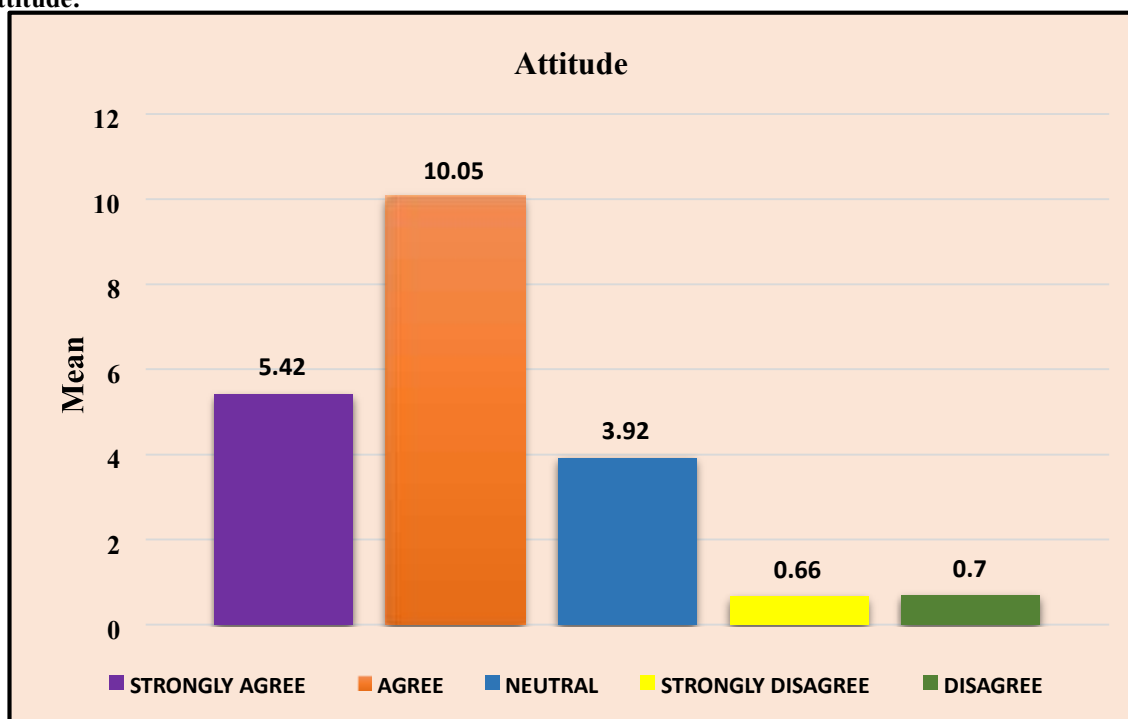


Fig. 2. shows that the highest mean score (10.05) is for "Agree," indicating a generally positive attitude. "Strongly Agree" follows with 5.42, showing strong support. The neutral response has a moderate mean of 3.92, while "Disagree" (0.70) and "Strongly Disagree" (0.66) have the lowest means, indicating minimal disagreement.

Association between knowledge and demographic variables.

Demographic variable		Knowledge			p-value
		Poor	Average	Good	
Age	20-30 year	10	40	28	0.309
	31-40 year	3	5	5	
	41-50 year	1	4	1	
	50 and above	0	0	3	
Gender	Female	14	47	35	1.000
	Male	0	2	2	
Education	GNM	12	32	31	0.106
	BSC	2	17	6	
Designation	Staff nurse	14	46	34	0.929
	Sister in charge	0	1	2	
	Any other	0	2	1	
Workplace	Corporate	2	17	6	0.106
	Government	12	32	31	
Work experience	1-5 years	9	31	19	0.914
	6-10 years	3	12	12	
	11-15 years	1	3	2	
	16 years and above	1	3	4	
Have you heard about nurse entrepreneurship	Yes	5	43	29	0.000
	No	9	6	8	
Information source	Books	3	12	14	0.315
	Internet	1	21	11	
	Others	1	10	4	

Above table 1. depicts Fisher's exact test for the Association of knowledge regarding nurse entrepreneurship among nursing staff with demographic variables. Since p-value corresponding to demographic variable "Have you heard about nurse entrepreneurship" is small (less than 0.05), the demographic variable "Have you heard about nurse entrepreneurship" was found to have significant association with the knowledge among staff nurses regarding nurse entrepreneurship

Association between attitude and demographic variables.

Demographic variable		Attitude		p-value
		Negative	Positive	
Age	20-30 year	2	76	0.268
	31-40 year	1	12	
	41-50 year	1	5	
	50 and above	0	3	
Gender	Female	4	92	1.000
	Male	0	4	
Education	GNM	1	74	0.047
	BSC	3	22	
Designation	Staff nurse	4	90	1.000
	Sister in charge	0	3	
	Any other	0	3	
Workplace	Corporate	3	22	0.047
	Government	1	74	
Work experience	1-5 years	2	57	0.507
	6-10 years	1	26	
	11-15 years	0	6	

	16 years and above	1	7	
Have you heard about nurse entrepreneurship	Yes	2	75	0.226
	No	2	21	
Information source	Books	1	28	1.000
	Internet	1	32	
	Others	0	15	

Above table 2. depicts Fisher's exact test for the Association of attitude towards nurse entrepreneurship among nursing staff with demographic variables. Since p-values corresponding to demographic variables education and workplace were small (less than 0.05), the demographic variables education and workplace were found to have significant association with the attitude among staff nurses towards nurse entrepreneurship.

• **Significant Associations:** o A significant relationship was found between knowledge levels and awareness of nurse entrepreneurship ($p < 0.05$).

o Education and workplace setting were significantly associated with attitude ($p < 0.05$). **Discussion:**

The findings suggest that while a fair number of nurses possess some understanding of entrepreneurship, there remains substantial room for improvement, particularly in the areas of practical application and business acumen. The relatively high percentage of nurses with a positive attitude highlights a favourable environment for the promotion of entrepreneurial ventures in nursing.

However, challenges such as fear of failure, lack of institutional support, and limited exposure to business education hinder progress. Incorporating entrepreneurship education into nursing curricula and providing mentorship, training, and policy support can help empower nurses to explore innovative pathways.

Benefits of Nurse Entrepreneurship:

- Greater autonomy and decision-making freedom.
- Financial independence.
- Improved healthcare delivery through innovation.
- Career diversification and advancement.
- Opportunities for leadership and community impact.

Barriers Identified:

- Fear of failure.
- Lack of formal training in business principles.
- Regulatory and institutional constraints.
- Perceived incompatibility between business and caregiving roles.

Implications:

This study underscores the need for systemic change in how nursing education addresses entrepreneurship. Integrating business education, financial literacy, healthcare management, and innovation into nursing programs is vital. Additionally, hospitals and policymakers must create conducive environments for entrepreneurial activities, including access to funding, mentoring, and networking opportunities.

Recommendations:

1. Integrate entrepreneurship training into undergraduate and postgraduate nursing programs.
2. Develop continuing education modules focused on business and innovation for practicing nurses.
3. Foster collaborations between nursing and business schools to offer interdisciplinary learning.
4. Create platforms and forums for nurse entrepreneurs to share experiences and strategies.
5. Support policy initiatives that recognize and promote nurse-led businesses.

Limitations:

- The study was limited to 100 nursing staff from one metropolitan hospital, limiting generalizability.
- Self-reported data may be subject to response bias.
- The study did not assess actual entrepreneurial behavior or outcomes.

Conclusion:

The study concludes that nursing staff in metropolitan hospital settings demonstrate a moderately strong knowledge and a significantly positive attitude towards nurse entrepreneurship. Education and workplace setting influence these

perspectives. By fostering nurse entrepreneurship through education and institutional support, healthcare systems can unlock the potential of nurses as innovators, leaders, and entrepreneurs.

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