Literature Review:

Manz (1986)
The author found that natural reward strategies focus on the inherently enjoyable aspects of a
given task or activity that will create feelings of competence, self-control, and purpose by
enhancing intrinsic motivation. Besides, natural reward strategies have two primary reward
strategies; first is to enjoy the task that enable someone to facilitate optimal functioning and the
task itself becomes naturally rewarding

Costa & McRae, (1992)
Extroversion is marked by pronounced engagement with the external world. Therefore,
extroverts can be divided into two types that are extroverts and introverts. Extroverts can get their
energy from interacting with others; they like to communicate with people, full of energy, often
create positive emotions and is the people who like to say "Yes" or "Let's go" to opportunities for
excitement. Introverts will be the opposite meaning from extroverts. They will get their energy
from within themselves, lack of energy, do not take part in activity and do not socialize.

Bligh (2011)
According to the author, agreeableness or an individual's tendency to be able to trust, conforming
and accepting, has weak relationship with leadership. Therefore, agreeableness bring advantages
for attaining and maintaining popularity and it will reflects people or individual differences
concerning with cooperation and social harmony. High agreeableness describes a person who will
react to others with warmth and will bend to avoid conflict.

Although there are an increasing number of students who are taking entrepreneurship education,
the ability to hone entrepreneurship value with traditional teaching methods remains unclear and
its possibility remains debatable. During mid-1990s, the emergence of knowledge based
economy in Malaysia had cause knowledge to become main resource in most of the economic
activities
Solomon (2007)
The author had conducted a research to examine the entrepreneurship education in United States. He found that the most popular teaching method in universities of United States was the development of business plans, class discussions and guest speakers. The results show that traditional teaching method like creation of business plan still remains popular in United States. It also shows that education institutions are shifting toward a knowledge sharing pedagogical as class discussion and guest speakers are becoming more popular

Felder & Brent, (2005)
Each student has their own characteristics and abilities to determine the type of lesson they could respond with their best, how they approach their studies, and their attitude toward the nature of knowledge.

Matlay, (2006)
New millennium is called the century of entrepreneurial revolution due to the numerous impacts of entrepreneurship on personal, organizational and socioeconomic development of nations has turned entrepreneurship education to one of the top priorities of universities and researches both in developed and developing countries.

An increasing number of higher education institutions all over the world are offering students entrepreneurship education programs and trainings.

Fayolle et al., (2006)
Developing a business plan and running a small business help students experience mastery in different roles and tasks of an entrepreneur. Case studies about lifestyle and work style of entrepreneurs and working with an entrepreneur in conducting a course project change students’ perceptions toward their capabilities. Finally, highlighting the merits and values of entrepreneurship for students and encouraging and supporting them to start-up their own businesses socially persuade them to engage in entrepreneurial activities.
Entrepreneurial leadership is a form of leadership distinctive from other types of leadership which enables entrepreneurs and leaders to cope with highly turbulent and competitive environments.

Entrepreneurial leadership scholars emphasize “it is vital that further research delves deeper into the varying levels of leadership preparedness” that nascent entrepreneurs bring to new venture creation.

Risk taking reflects the propensity and ability of entrepreneurial leaders to take calculated risks in leading entrepreneurial activities and taking the responsibility for the future.

Developing their entrepreneurial leadership competencies assist them in successfully leading entrepreneurial activities in their future careers. The criterion for choosing student entrepreneurial leaders was that they were holding the leadership position of university entrepreneurship clubs and activities for at least two semesters. This criterion ensured that the students had profound experiences in leading entrepreneurial activities.

He has found that the bulk of the leadership paradigms have not been explored in the area of organizational citizenship behaviors. This paper therefore will throw opportunities and challenges to people who are interested in advancing the leadership knowledge and theory across related scholarly areas.
A related argument is that the differences among women and among men are larger and more important than those between women and men, and accordingly, that research should focus upon these intra-group (or in-group) differences instead of intergroup (or between-group) differences.

**Brock and Evans, (1989)**
Tailor-made products and services are different from other products offered within the industry, it can be said that female entrepreneurs offer new non-competing or complementary products, insulating them from competition. Because over time consumer demand has become more versatile.

**Fischer et al., (1993)**
The identified gender differences in entrepreneurship research have been explained in different ways, either assuming that women and men are different from each other or that they are in essence the same and the environment causes them to behave in different ways. These perspectives are consistent with the social and liberal feminist perspective, respectively.

**Blom (2003)**
The author argues that – as compared to men – women in the in the western countries have a better chance of succeeding in business. Although increasingly women start and run businesses in the the western countries and the female share in both self-employment and new venture creation is among the highest rates of all OECD countries, we have seen that on average female-owned firms remain relatively small and show low growth rates.

**Bennis, (2007)**
Leadership definition that is actually unified and framed was made by one of the leading scholars in the field. The leadership concept was defined as a “tripod - a leader or leaders, followers, and a common goal they want to achieve”

**Drath et al., (2008)**
Context lies outside the tripod because the terms of the tripod point to the influence interaction of individuals, who are generally assumed to have qualities and characteristics that are internally, and thus more or less independently, generated, such as personality or character. Leaders, followers, and their common goals can be, and often are, conceived independently from any particular setting. As a result, context is broadly understood as a separate variable that has certain effects on the leaders and followers who are embedded in it.

**Burns (1978)**
The author defines the leadership as the process of pursuing collective goals through the mutual tapping of leaders and followers motive bases towards the achievement of the intended change.

**House and Baetz (1979)**
They identified a set of behaviors that distinguished the followers of charismatic leaders from others as follows: (1) unquestioning acceptance of the leader by followers; (2) followers' trust in the leader's beliefs (3) affection for the leader; (4) willing obedience to the leader; and (5) emulation of and identification with the leader.

**Bambale, (2008).**
Ethical leadership is about properly and morally influencing people in the right direction towards attaining organizational objectives. Such kind of leadership forms the foundation of effective performance and practices in organizations

**Luthans and Avolio (2003)**
Define authentic leadership as a process that combines positive leader capacities and a highly developed organizational context. The authentic leadership process positively influences self-awareness and self-regulated positive behaviors on the part of both leaders and followers, and it stimulates positive personal growth and self-development.

**Reave (2005)**
Spiritual leadership could be seen as an observable phenomenon occurring when a person in a leadership position embodies spiritual values such as integrity, honesty, and humility, creating the self as an example of someone who can be trusted, relied upon, and admired. Spiritual leadership is also demonstrated through behavior that is by individual’s reflective practice or in the ethical, compassionate, and respectful treatment of others.

**Garrity (2010)**
Adaptive leadership involves doing activities by the leader such as articulating what is known, showing relevancy to the situation at hand, and proposing a course of action that creates a meaningful result. It involves the leaders to craft future visions that inspire others to accept change and become participants in the journey forward. An adaptive leadership competency involves moving knowledge into action.

**Van Quaquebeke, & Eckloff. (2010)**
Respect has been defined as an individual’s attitude towards other people, that the individual sees a reason that, in itself, justifies a degree of attention and a type of behavior that in return engenders in the target a feeling of being appreciated in importance and worth as a person.

**Crossan, Vera, & Nanjad, (2008).**
A transcendent leader is a strategic leader who leads within and amongst the levels of self, others, and organization. Leadership of self is an emerging area in the leadership literature, while leadership of others has been the dominant focus of leadership research.

**Li, (2010).**
Open leadership is an approach of leading employees and customers using social technologies to allow for constant learning. Open leadership is a new way of building relationships with organization’s most engaged and potentially most valuable customers and employees, especially when listening and learning that form the basic elements of open leadership are easy to adopt.

**Uhl-Bien, et al., (2007).**
These are the old leadership approaches that were the products of top-down, bureaucratic paradigms. The administrative models are eminently effective for an economy premised on physical production but are not well-suited for a more knowledge-oriented economy.

This style requires the leader to be a coach who has the final say, but gathers information from staff members before making a decision. Democratic leadership can produce high quality and high quantity work for long periods of time.

Peterkin, (1996)
Leaders impose strict and systematic discipline on the followers and demand business-like conduct in the workplace. Leaders are empowered via the office they hold, that is the position power. Followers are promoted based on their ability to conform to the rules of the office. This style of leadership depends on the utilization of a system of files to solve problems and could be called the “leadership by centralization”.

Consideration has stronger relation with follower satisfaction, motivation, and leader effectiveness. Initiating Structure, on the other hand has slightly stronger relation with leader job performance and group-organization performance. This factor of consideration is strongly related to satisfaction, motivation, and effectiveness.