



# Emerging Drivers of Entrepreneurial Intentions: A Review

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**Abstract:** Entrepreneurial Intentions (EI) congregates its importance from the concept of EO, which focuses on apprehending the strategic decision making process of an enterprise. This paper aims to study the emerging antecedents of Entrepreneurial Intentions. The published research papers in notable journals have been used in this paper to validate the knowledge furnished. Areas like Sustainability, Social Entrepreneurship, Family Climate and Internationalization have gained relevance in recent years of study and research. Technology stands out as an ever-emerging driver of Entrepreneurial Intentions.

**Index Terms - Entrepreneurial Intentions, Drivers of Entrepreneurial Intentions, Literature Review.**

## I. INTRODUCTION

Dhaliwal (2016) has highlighted the fact that the entrepreneurs act as a pivot in the process of economic development and innovation of a nation. The concept of Entrepreneurial Orientation (EO) has been one of the most principal areas of research and study in the 21<sup>st</sup> century. Entrepreneurial Intentions (EI) congregates its importance from the concept of EO, which focuses on apprehending the strategic decision making process of an enterprise.

In India, which reports a GDP of 5.9% (IMF, 2019) and post Covid-19 unemployment rate of 21.3% (CMIE, 2020), it is evident that entrepreneurial activities are the most viable alternative for sustainable livelihoods. Government initiatives such as inclusion of Entrepreneurship as a compulsory subject in the technical and non-technical courses, establishing entrepreneurship oriented courses and institutions and other government policies like Make in India, Start-Up India, etc., have highlighted the need to escalate the pace of entrepreneurial activities in India. The focus on promoting the Entrepreneurial Intentions (EI) among the youth of India is possibly the sustainable solution to the present economic crisis of the nation.

EI is the state of mind that directs and guides the actions of the entrepreneur toward the development and the implementation of new business concepts (Bird, 1988). Two disciplines that have contributed to the concept of EI are Social Psychology and Entrepreneurship. Some major contributions from Social Psychology include the Theory of Perceived Self-Efficacy (Bandura, 1982) which highlights the influence of self-perception of efficacy of an individual in his thoughts and course of actions, Theory of Reasoned Action (Ajzen and Fishbein, 1980) which propagates the relationship between an individual's attitudes and behaviour and Theory of Planned Behaviour (Ajzen, 1991) which focuses on the drivers of an individual's intention. The key drivers identified were, Attitudes, Subjective Norms and Perceived Behavioural Control. The Entrepreneurial Event Model (Shapero and Sokol, 1982) is a key contributor of the concept building of EI. It highlights the actions related to initiative-taking, consolidation of resources, management, relative autonomy, and risk-taking in shaping EI of an individual.

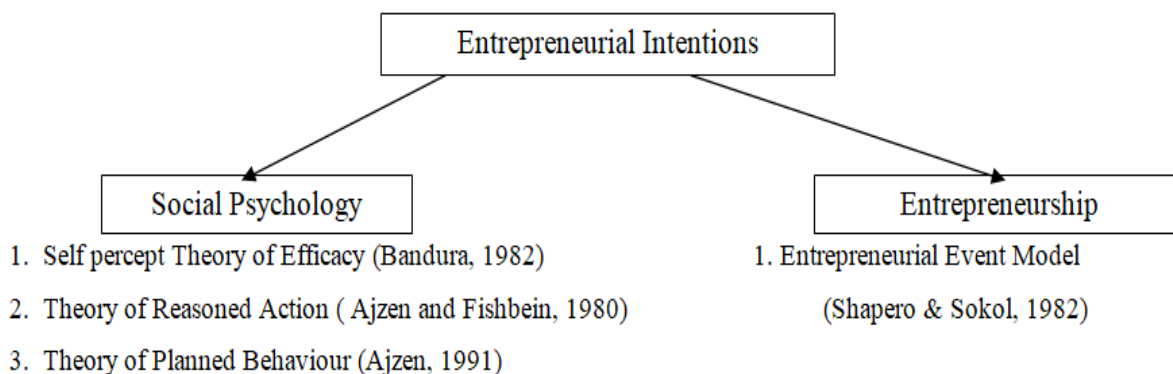


Fig:1 Evolution of the concept of the Entrepreneurial Intentions

## II Research Methodology

Considering the focus of this study, a descriptive qualitative methodology has been chosen. Several antecedents related to EI have been explored since the emergence of the conceptual models related to EI. This paper aims to review the literature on the early and emerging antecedents in the field of EI. The pivotal focus of this paper is on the academic research in this area during the time frame 2016-2020. Database ABI-Inform/Proquest, JSTOR, Emerald and Taylor and Francis were used to access the research papers. The keywords used for the search of relevant research papers for the study included “entrepreneurial intentions”, “emerging antecedents of entrepreneurial intentions” and “drivers of entrepreneurial intentions”. To validate the knowledge referred in this paper, only published research journal articles were used.

For identification of the early and emerging antecedents, qualitative analysis software NVIVO (Release 1.0) was used. Autocode theme was used to segregate published research papers related to Entrepreneurial Intentions. The output hence generated highlighted the themes of the research papers which were analyzed using Text Query to clearly identify the antecedents of Entrepreneurial Intentions. 114 research papers published during 2016-2020 were included in the coding of this command. The output from the autocode theme also generated the frequency of the occurrence of the key words related to this study. Figure 2 represents the word cloud of top 15 most repeated words in these published journals.

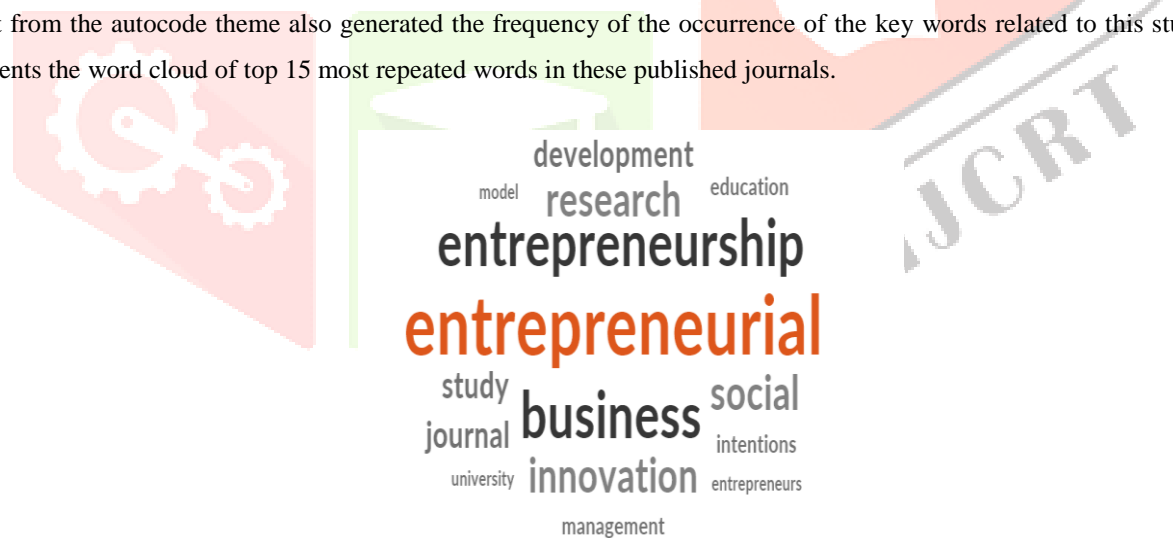


Fig 2: Word Cloud of Top 15 most frequent words from research papers on Entrepreneurial Intentions.

The output in the form of Word Tree enabled us in identifying the important early and emerging antecedents for this study. Figure 3 represents a flow chart of the research methodology adopted.

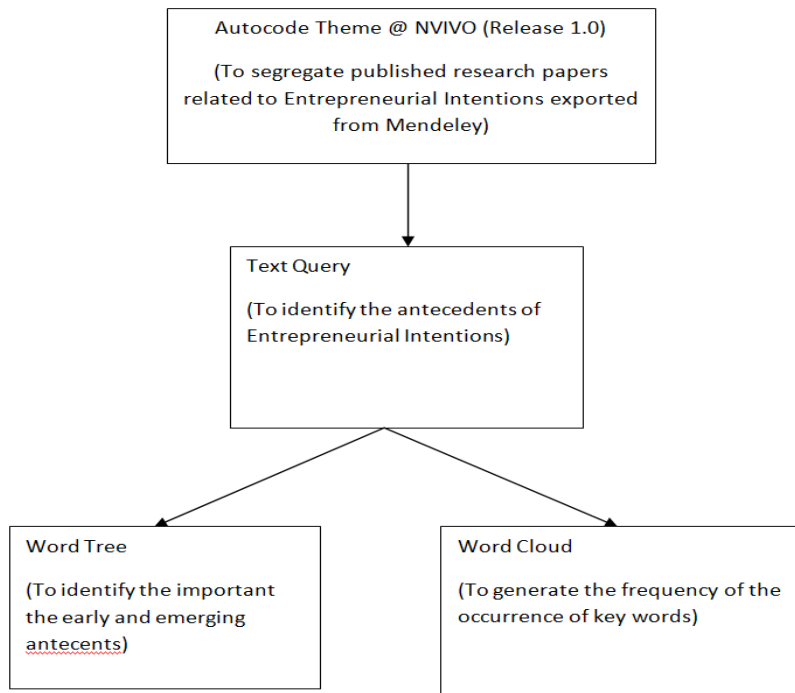


Fig 3: Flow chart representation of the methodology

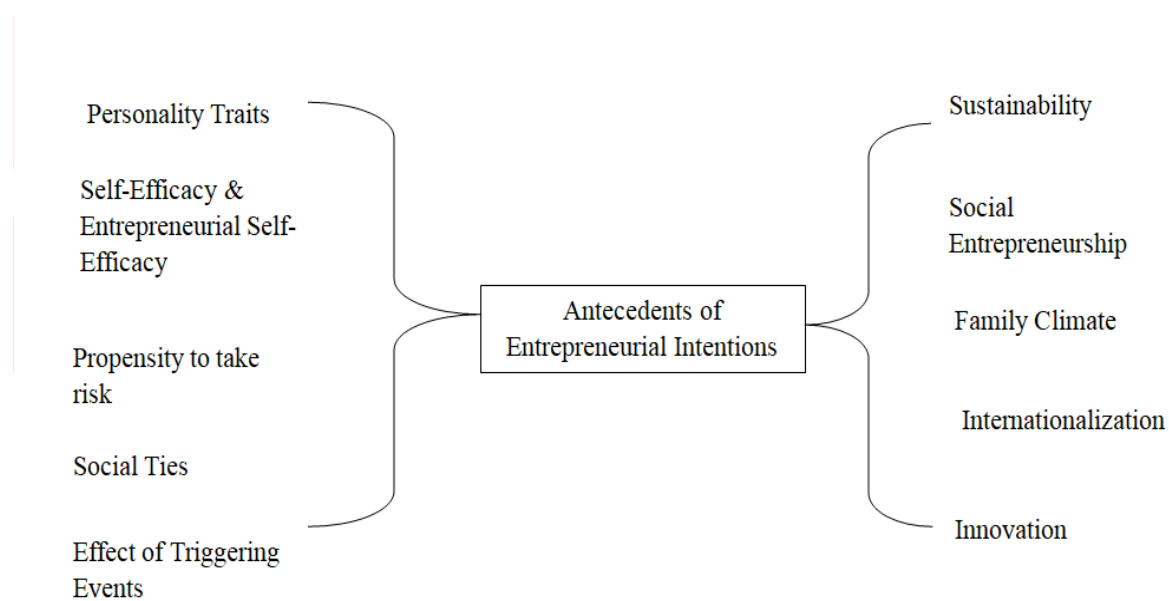


Fig 4: Summary of the output from Text Query, NVIVO (Release 1.0)

**III Early antecedents of Entrepreneurial Intentions:**

The earlier research work on determining the drivers of EI include various studies related to personality traits of an individual. The locus of control of an individual (Zellweger et al. 2011), emotional intelligence (Zampetakis et al. 2009) and big five personality traits (Zhao et al. 2010) have found out to be important drivers of EI of an individual. An individual’s conviction (Bird, 1988; Boyd & Vozikis, 1994) also contributes to the driving force of EI in an individual. Karabulut (2016) emphasised upon internal locus of control and need for achievement as positive influencers of EI. Although, personality traits have been studied in many recent research works on EI (Yukongdi & Lopa, 2017; Karimi et al., 2017; Aggarwal, 2019; Frago so et al., 2020), the roots of the study is embedded to the times of concept development of EI.

Self-Efficacy and Entrepreneurial Self-Efficacy is a major antecedent of EI which has been widely studied and explored. Conforming to theory postulated by Bandura (1982), self-efficacy has been widely studied as the driver of an individual’s EI

(Zhao et al., 2005; Chen et al., 1998). Entrepreneurial Self-Efficacy has stemmed out of the concept of Self-Efficacy (McGee et al., 2009; Boyd & Vozikis, 1994). Naktiyok et al., (2010) not only highlighted the impact of ESE on EI but also explained the impact of various components of ESE (Personal Accomplishments, Experiences of others, Verbal Persuasion and Physiological and Emotional Arousal) on EI.

One of the former yet most relevant drivers of EI is the risk taking propensity of an individual. Several studies have posited that the tendency of taking risk and its propensity influences an individual's EI (Brown et al., 2012; Gurel et al., 2011; Nasip et al., 2017). Risk taking propensity has been considered as one of the major drivers of EI along with Need for Achievement (Karimi, 2011). Sánchez, & Licciardello (2012) studied the difference between risk taking propensity among different genders relative to entrepreneurial intentions.

The role of social ties in identifying the EI of an individual is also one of the antecedents that were widely studied during the development of the EI concept. The studies reveal that with the existence of EI and entrepreneurial ventures among family members, friends, peers and role models inside or outside family, an individual's EI tends to be on the higher side (Kirzner, 1973; Chong & Gibbons, 1997; Walker, et al. 1997; Shane, 2002; Steier, 2000; Davidsson & Honig, 2003).

The utilisation of triggering events in ones life like job loss and detection of an attractive business opportunity has been found critical in deciding an individual's perception to start-up a new venture (Shapiro, 1984). Studies by Stevenson et al., (1985), Kirzner (1997) and Ardichvilili et al., (2003) have supported this view-point as an important driving factor of EI.

#### **IV Emerging Areas as drivers of Entrepreneurial Intentions:**

One of the antecedents surfacing in recent times is Sustainability. The concept of sustainable development has taken prominence in recent years due to the emerging need of the long run sustenance of a business. Studies by Vallaster et al., (2019), and Fatoki, (2019) have highlighted the application of Sustainability in an enterprise as a major driver of an individual's EI. Vuorio et al., (2018) had posited Attitude towards sustainability and Perceived Entrepreneurial Desirability are considered as major drivers of sustainability oriented EI. The autonomous variables in predicting Sustainable EI are social innovation orientation, an attitude toward social entrepreneurship, entrepreneurial self-efficacy and subjective norms (Cavazos et al., 2017). Betáková et al., (2020) have highlighted the significant role of academic institutions towards the awareness of the sustainable approach of entrepreneurship which acts as a major driver of EI.

Hockerts, (2017), Urban & Kujinga, (2017) and Baierl, (2014) have explored the concept of Social Entrepreneurship as an antecedent of an individual's EI. The concept of social entrepreneurship not only considers the profit maximisation on an individual level but considers the overall social development facilitated by the entrepreneurial ventures. Urban & Kujinga (2017) have highlighted the role of prosperous governing agencies in developing the concept of social entrepreneurship which in turn may lead to positive impact on an individual's EI. The pivotal role of emotional intelligence has been highlighted in deriving EI that is connected with social entrepreneurship (Tiwari et al., 2017). Osiri et al., (2019) surfaced the role of Proactive Personality in determining social entrepreneurship oriented EI of an individual in their study. Entrepreneurial Alertness also plays a major role in context to social entrepreneurship intentions of an individual (Urban, 2020).

Impact of Family and its climate is also considered as one of the emerging drivers of EI. Family Climate is defined as "the safety environment where each child grows physically, emotionally and mentally, and it provides all type of supports to the children to the physical, mental and psychological growth" (Dandagal and Yarriswami, 2017). Oluwafunmilayo et al., (2018) have established in their research study the importance of family climate in an individual's EI. Iskamto, (2020) has emphasized on the internal factors, predominantly family climate as one of the important drivers of an individual's EI. The role of support system especially from family has been considered as an important precursor in determining EI of an individual (Misoska et al., 2016). Cultural values and the role of congenial family climate have been highlighted in their research study by Shiri et al., (2016).

The concept of being able to expand the enterprise internationally has also been considered as one of the determinants of an individual's EI. The role of internationalisation is not only to expand the business from the local boundaries but for profit-maximisation and long term survival of the start-ups due to continuous global demand of the products (Ngoma et al., 2017; Ratten et al., 2017). The importance of regional internationalization and role of location favours the conditions enhancing an individual's EI (Elston, & Weidinger, 2019). Minola et al., (2016) advanced that internationalization at a University level have a positive impact on human capital which in turn drives EI of an individual. Internationalization is escalated by market network and

entrepreneurial education which in turn intensifies the entrepreneurial orientation and EI of an individual. Alayo et al., (2019) probed that although internationalization enhances the complication involved in coordination and control, it eventually leads to a sustainable EI of an individual.

Innovation has a great influence on EI of an individual (Lee et al., 2011). Sánchez, et al., 2018, Bergmann et al., 2018 and Biraglia et al., 2017 highlights the role of innovation in shaping the EI of an individual. Innovative cognitive style has positive impact on the EI and acts as a major predictor of an individual's EI has been studied by Pejic et al., (2019). Even in the area of Cyber Entrepreneurship, the role of innovation and positive thinking plays a major role in determining and driving EI of an individual (Chang et al., 2020). The formation of EI has been facilitated by the innovation and creativity of an individual along with emotional intelligence has been proposed by Tiwari et al., (2017).

Emerging Antecedents	Referred Relevant Research Papers
Sustainability	Cavazos et al., 2017, Vuorio et al., 2018, Fatoki, 2019, Vallaster et al., 2019, Betáková et al., 2020
Social Entrepreneurship	Baierl, 2014, Hockerts, 2017, Tiwari et al., 2017, Urban & Kujinga, 2017, Osiri et al., 2019, Urban, 2020
Family Climate	Misoska et al., 2016, Shiri et al., 2016, Dandagal and Yarriswami, 2017, Oluwafunmilayo et al., 2018, Iskamto, 2020
Internationalization	Minola et al., 2016, Ngoma et al., 2017; Ratten et al., 2017, Alayo et al., 2019, Elston, & Weidinger, 2019
Innovation	Lee et al., 2011, Biraglia et al., 2017, Tiwari et al., 2017, Bergmann et al., 2018, Pejic et al., 2019, Chang et al., 2020

Table 1: Referred research papers for emerging antecedents

## V Conclusion:

This paper intends to highlight the emerging drivers for EI which can be insightful for future research and policies on EI and EO. Humanistic approaches towards the promotion of Entrepreneurship can be highlighted with the study of EI and its drivers. This can help in emergence of better entrepreneurial opportunities. Knowledge of the new drivers of EI can be useful for government as well as non-government agencies which are focusing resources and efforts to promote entrepreneurship among the youth of the nation. It may ensure the effectiveness of their strategic decisions and policy prescriptions in this domain. Studies such as this one may be constructive to inculcate EI in an individual from an early stage of his/her career decision making process. The relevance of the study can also be notably seen in academics as researchers in future can concentrate on the new drivers of an individual's EI to examine their efficacy in shaping EI among the youth of a nation which is confronted with numerous challenges accentuated by the Covid 19 pandemic.

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