



# A STUDY OF ENTREPRENEURIAL PROCLIVITY AMONG UNIVERSITY STUDENTS FOR BUSINESS STARTUPS WITH SPECIAL REFERENCE TO PRAYAGRAJ DIVISION

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**Abstract:** This research aims to identify whether there exists entrepreneurial intention among students of universities in the Prayagraj division and to identify characteristics associated with it. This study is conducted in eight universities to demonstrate how theoretical knowledge and research knowledge acquired in the course of studying are put into practice in the real world. During the course of the study, steps are followed that are necessary for conducting any scientific investigation. In this study, we explain in detail the entrepreneurial intentions among students at these universities. A survey strategy using an online questionnaire is used in this study to collect empirical data. Survey participants were selected from all departments (up to Ph.D. level) at the universities in Prayagraj division. This analysis was based on the survey data of 103 students. Results of the study reveal that students have a disproportionately high level of entrepreneurial intent. There was a higher influence of gender and place of residence on entrepreneurial intentions. Male students and students from urban families with entrepreneurship experience show a much higher interest in self-employment. Students tend to indicate a higher possibility of becoming entrepreneurs at universities with adequate infrastructure and policies supporting entrepreneurship.

**Keywords:** Attitude, Development, Entrepreneurial Proclivity, Intention, Motivation, Startups

## I. INTRODUCTION

Entrepreneurship has been identified as a crucial driver of economic growth and development, creating jobs and opportunities for communities worldwide. Many successful entrepreneurs have started their businesses while still in school, and universities are increasingly recognizing the importance of fostering entrepreneurial skills and attitudes among their students. However, while much research has been conducted on the factors that contribute to successful entrepreneurship, relatively little is known about the factors that influence entrepreneurial proclivity among university students.

The purpose of this research paper is to explore the extent to which university students possess an entrepreneurial mindset and to identify the key factors that influence their entrepreneurial proclivity. In particular, we will investigate the impact of factors such as attitude, intention, motivation, and entrepreneurship development on students' likelihood of pursuing entrepreneurial careers.

To achieve these objectives, we will conduct a comprehensive literature review of existing research on entrepreneurship and related topics, as well as a survey of university students to collect data on their entrepreneurial attitudes and experiences. Our analysis will draw on theories from psychology, sociology, and economics to provide a holistic understanding of the factors that influence entrepreneurial proclivity among university students.

The findings of this research will have important implications for policymakers, educators, and entrepreneurs. By identifying the key factors that shape students' entrepreneurial aspirations and abilities, we can develop targeted interventions to support and encourage entrepreneurship among university students. Ultimately, this research aims to contribute to the development of a more entrepreneurial culture in universities and society as a whole, promoting innovation, job creation, and economic growth.

## II. LITERATURE REVIEW

Entrepreneurship has become a crucial factor in economic growth, job creation, and societal development. Universities have a crucial role in promoting and fostering entrepreneurial culture and skills among students, which is why it is very important nowadays to understand the factors that influence entrepreneurial proclivity among university students. This literature review aims to explore the existing research on the topic of entrepreneurial proclivity among university students for business startups and identify the key factors that influence this proclivity.

Several studies have explored the relationship between entrepreneurship and university education, suggesting that university education has a positive impact on entrepreneurial proclivity. A study conducted by *Lee et al. (2019)* found that students who had access to entrepreneurial role models, such as successful entrepreneurs or business mentors, were more likely to have an entrepreneurial mindset and pursue entrepreneurial careers. *Zhao et al. (2018)* found that students with high levels of openness to experience and risk-taking propensity were more likely to have an entrepreneurial mindset and pursue entrepreneurial careers. *Ratten et al. (2018)* conducted a study to investigate the relationship between gender and entrepreneurial proclivity among

university students. The study found that male students were more likely to have an entrepreneurial mindset and pursue entrepreneurial careers than female students. *Cheung et al. (2018)* conducted a study to investigate the impact of self-efficacy on entrepreneurial proclivity among university students. The study found that students with high levels of self-efficacy were more likely to have an entrepreneurial mindset and pursue entrepreneurial careers. The role of family background in shaping students' entrepreneurial proclivity has also been explored in several studies. For example, a study by *Gorgievski et al. (2016)* found that students with a family history of entrepreneurship were more likely to have an entrepreneurial mindset and pursue entrepreneurial careers. *Huyghebaert et al. (2016)* conducted a study to explore the impact of social networks on entrepreneurial proclivity among university students. The study found that students with stronger social networks, particularly those with ties to successful entrepreneurs, were more likely to have an entrepreneurial mindset and pursue entrepreneurial careers. *Li et al. (2016)* conducted a study to investigate the impact of entrepreneurial education on entrepreneurial proclivity among university students in China. The study found that students who had received entrepreneurial education were more likely to have an entrepreneurial mindset and pursue entrepreneurial careers. Another important factor that influences entrepreneurial proclivity among university students is exposure to entrepreneurial role models. *Driessen et al. (2015)* found that students who were exposed to entrepreneurship courses and activities during their studies were more likely to have an entrepreneurial mindset and pursue entrepreneurial careers. Personality traits have also been identified as a significant factor in determining entrepreneurial proclivity among university students. *Fayolle and Gailly (2015)* conducted a study to explore the impact of cultural and institutional factors on entrepreneurial proclivity among university students. The study found that students in countries with a stronger entrepreneurial culture and more supportive institutional environment were more likely to have an entrepreneurial mindset and pursue entrepreneurial careers. *Lüthje and Franke (2003)* conducted a study to explore the impact of prior experience on entrepreneurial proclivity among university students. The study found that students with prior entrepreneurial experience were more likely to have an entrepreneurial mindset and pursue entrepreneurial careers.

The literature review shows that entrepreneurial proclivity among university students is influenced by several factors, including attitude, intention, motivation, and entrepreneurship development. By understanding these factors, policymakers and educators can develop targeted interventions to promote and foster an entrepreneurial culture among university students.

## 2.1 ENTREPRENEURIAL PROCLIVITY (EP)

Entrepreneurial proclivity, or the predisposition to engage in entrepreneurial activities, has received significant attention in the entrepreneurship literature. This construct has been linked to several individual factors such as personality traits, prior entrepreneurial experience, and social networks. Personality traits, such as a high need for achievement, risk-taking propensity, and locus of control, are positively associated with entrepreneurial proclivity.

Furthermore, prior entrepreneurial experience is a significant predictor of entrepreneurial intentions, as individuals who have had prior experience are more likely to have a positive attitude toward entrepreneurship. Social networks have also been identified as an important factor in entrepreneurial proclivity. Research has shown that having a strong social network can provide access to resources, information, and support that are crucial for the success of a new venture.

## **2.2 ATTITUDE**

Attitude is a key construct in psychology that has been extensively studied across various domains. Research has shown that attitudes significantly shape an individual's behaviour, including decision-making, emotions, and actions. Studies have identified several factors that influence the formation and change of attitudes, including personal values, social norms, and persuasive communication. Furthermore, research has explored the impact of attitudes on various outcomes, such as job satisfaction, organizational commitment, purchase behaviour, and political attitudes. Recent studies have also examined the role of attitudes in emerging technologies, such as social media and artificial intelligence.

## **2.3 INTENTION**

Intention is a key construct in psychology and has been extensively studied in various domains, including social psychology, consumer behaviour, and organizational behaviour. Intention refers to an individual's conscious decision to perform a particular behaviour or achieve a specific outcome. Research has shown that intention is a significant predictor of behaviour and is influenced by a range of factors, including attitudes, subjective norms, and perceived behavioural control. Additionally, studies have explored the impact of various interventions, such as goal setting and feedback, on the formation and strength of intentions.

Furthermore, research has identified several theories, such as the Theory of Planned Behaviour and the Theory of Reasoned Action, that provide a framework for understanding the formation and influence of intentions on behaviour.

## **2.4 MOTIVATION**

Motivation is a crucial construct in psychology that has been studied extensively across various domains, including educational psychology, organizational behaviour, and sports psychology. Motivation refers to the driving force behind an individual's behaviour, which is influenced by a range of internal and external factors. Research has shown that motivation plays a significant role in determining an individual's level of performance, achievement, and well-being. Additionally, studies have explored various motivational theories, such as Maslow's Hierarchy of Needs and Self-Determination Theory, to provide a framework for understanding the factors that drive motivation.

Furthermore, research has identified several strategies, such as goal setting and feedback, that can be used to enhance motivation and promote better outcomes. Additionally, studies have examined the impact of motivation on various domains, including academic achievement, job satisfaction, and physical health.

## 2.5 ENTREPRENEURSHIP DEVELOPMENT (ED)

Entrepreneurship development has been the subject of significant research over the years, as it is seen as a key driver of economic growth and job creation. The literature on entrepreneurship development has explored various aspects of the subject, including the role of education and training, access to finance, and the impact of government policies on entrepreneurship. Studies have shown that education and training play a critical role in the development of entrepreneurial skills and attitudes. Additionally, access to finance has been identified as a major barrier to entrepreneurship, particularly for women and other marginalized groups.

Governments have also been found to play a crucial role in promoting entrepreneurship through policies such as tax incentives, business incubators, and regulatory reforms.

### III. OBJECTIVES

- 1) To examine the relationship between Attitude and Entrepreneurial proclivity.
- 2) To examine the relationship between Intention and Entrepreneurial proclivity.
- 3) To examine the relationship between Motivation and Entrepreneurial proclivity.
- 4) To examine the relationship between Entrepreneurship development and Entrepreneurial proclivity.
- 5) To develop a conceptual model on Entrepreneurial proclivity, attitude, intention, motivation, and entrepreneurship development.

### IV. HYPOTHESIS

**H<sub>01</sub>:** There is no significant relationship between Attitude and Entrepreneurial Proclivity.

**H<sub>A1</sub>:** There is a significant relationship between Attitude and Entrepreneurial Proclivity.

**H<sub>02</sub>:** There is no significant relationship between Intention and Entrepreneurial Proclivity.

**H<sub>A2</sub>:** There is a significant relationship between Intention and Entrepreneurial Proclivity.

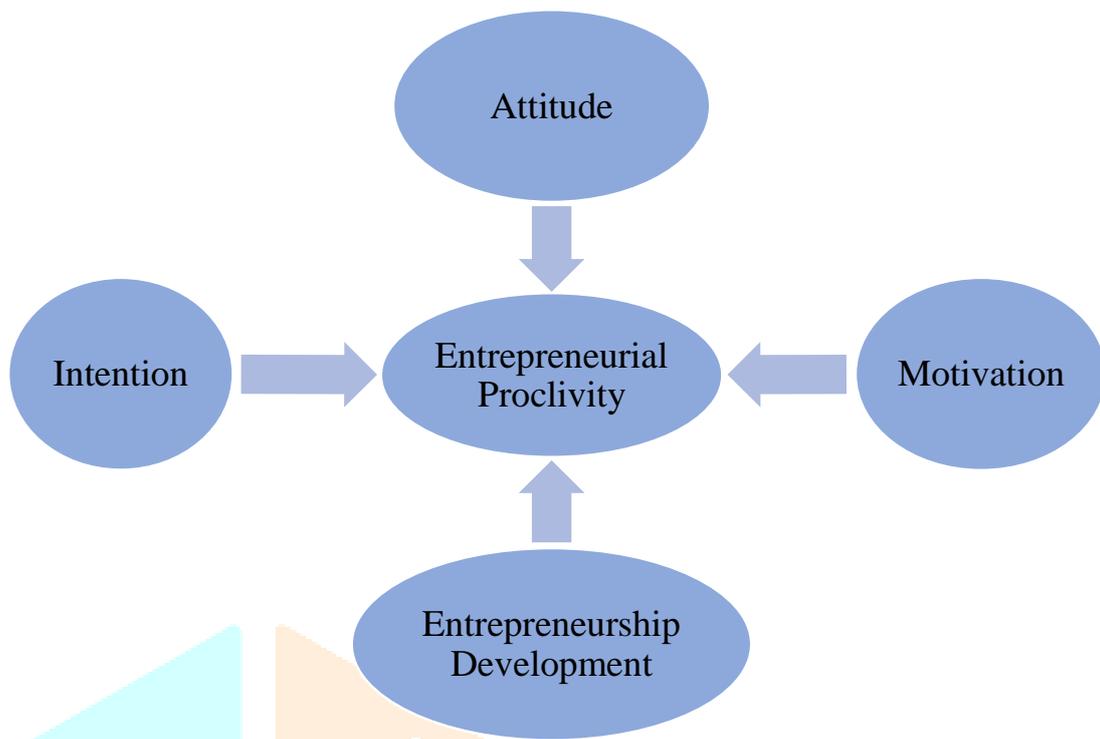
**H<sub>03</sub>:** There is no significant relationship between Motivation and Entrepreneurial Proclivity.

**H<sub>A3</sub>:** There is a significant relationship between Motivation and Entrepreneurial Proclivity.

**H<sub>04</sub>:** There is no significant relationship between Entrepreneurship Development and Entrepreneurial Proclivity.

**H<sub>A4</sub>:** There is a significant relationship between Entrepreneurship Development and Entrepreneurial Proclivity.

**V. CONCEPTUAL MODEL**



**Figure 1: Conceptual Model on Entrepreneurial Proclivity**

**VI. RESEARCH METHODOLOGY**

To explore the major variable that effect and contribute majorly to entrepreneurial proclivity, a structured online questionnaire was circulated to respondents from various colleges and universities in Prayagraj Division. Secondary data has been considered from various sources like journals, periodicals, reports, books, and websites in introductory and literature reviews and has also been considered to form the conceptual framework for testing. Primary data has been collected through online questionnaire mode. The total number of usable questionnaires in all respect was 103. The duration of the data collection was from January to March 2023. Data analysis was done with SPSS 26 version. The demographic profile of the respondents is shown in Table 1 and the analysis of the responses are in table 2, 3, 4, 5, 6, 7, 8, 9 & 10.

Nature of variable	Variables
Dependent variable	Entrepreneurial Proclivity
Independent variables	Attitude Intention Motivation Entrepreneurship Development

## VII. DATA ANALYSIS

Total no. of respondents		103	
		(In figures)	(%)
<b>Gender</b>	<b>Male</b>	52	49.5
	<b>Female</b>	51	50.5
<b>Age</b>	15-20	11	10.7
	20-25	41	39.8
	25-30	36	35.0
	30-35	15	14.6
<b>Area of residence</b>	Rural	23	22.3
	Urban	80	77.7
<b>Family Income</b>	10 Lakh & Above	12	11.7
	2-5 Lakh	28	27.2
	5-10 Lakh	32	31.1
	Upto 2 Lakh	31	30.1

In this study, primary data was collected from 103 respondents in the form of an online questionnaire. Out of the total respondents, 49.5 per cent respondents were male and 50.5 per cent respondents were female. 77.7% were from urban areas while 22.3% were from rural areas. This indicates that the majority of the participants were from urban areas. Out of the 103 participants, the majority (61.2%) had a family income between 2-10 Lakhs. 30.1% had a family income of up to 2 Lakhs, while 11.7% had a family income of 10 Lakhs and above. This suggests that most participants were from the middle-income group. The majority (74.8%) of participants were aged between 20-30 years. Specifically, 39.8% were aged 20-25 years, while 35% were aged 25-30 years. 14.6% were aged 30-35 years. This indicates that the participants were relatively young.

**H<sub>01</sub>:** There is no significant relationship between Attitude and Entrepreneurial Proclivity.

	Mean	Std. Deviation	N
<b>Attitude</b>	4.1689	.62167	103
<b>EP</b>	3.7476	.65981	103

		<b>Attitude</b>	<b>EP</b>
<b>Attitude</b>	<b>Pearson Correlation</b>	1	.399**
	<b>Sig. (2-tailed)</b>		.000
	<b>Sum of Squares and Cross-products</b>	39.421	16.692
	<b>Covariance</b>	.386	.164
	<b>N</b>	103	103
<b>EP</b>	<b>Pearson Correlation</b>	.399**	1
	<b>Sig. (2-tailed)</b>	.000	
	<b>Sum of Squares and Cross-products</b>	16.692	44.406
	<b>Covariance</b>	.164	.435
	<b>N</b>	103	103

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As per the above table and interpretation, hypothesis **H<sub>01</sub>** that "there is no significant relationship between Attitude and Entrepreneurial Proclivity" is rejected. The Pearson correlation coefficient between Attitude and EP is 0.399, which indicates a positive relationship between the two variables. This correlation is statistically significant at the 0.01 level (2-tailed), with a p-value less than 0.01.

Therefore, we can conclude that there is a significant positive relationship between Attitude and Entrepreneurial Proclivity. The findings suggest that individuals with a positive attitude towards entrepreneurship are more likely to have a higher level of entrepreneurial proclivity.

**H<sub>02</sub>**: There is no significant relationship between Intention and Entrepreneurial Proclivity.

	<b>Mean</b>	<b>Std. Deviation</b>	<b>N</b>
<b>Intention</b>	3.8807	.57216	103
<b>EP</b>	3.7476	.65981	103

		<b>Intention</b>	<b>EP</b>
<b>Intention</b>	<b>Pearson Correlation</b>	1	.677**
	<b>Sig. (2-tailed)</b>		.000
	<b>Sum of Squares and Cross-products</b>	33.392	26.077
	<b>Covariance</b>	.327	.256
	<b>N</b>	103	103
<b>EP</b>	<b>Pearson Correlation</b>	.677**	1
	<b>Sig. (2-tailed)</b>	.000	
	<b>Sum of Squares and Cross-products</b>	26.077	44.406
	<b>Covariance</b>	.256	.435
	<b>N</b>	103	103

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As per the above table and interpretation, hypothesis **H<sub>02</sub>** that "there is no significant relationship between Intention and Entrepreneurial Proclivity" is rejected. The Pearson correlation coefficient between Intention and EP is 0.677, which indicates a strong positive relationship between the two variables. This correlation is statistically significant at the 0.01 level (2-tailed), with a p-value less than 0.01.

Therefore, we can conclude that there is a significant positive relationship between Intention and Entrepreneurial Proclivity. The findings suggest that individuals with a stronger intention to engage in entrepreneurial activities are more likely to have a higher level of entrepreneurial proclivity.

**H<sub>03</sub>**: There is no significant relationship between Motivation and Entrepreneurial Proclivity.

	<b>Mean</b>	<b>Std. Deviation</b>	<b>N</b>
<b>Motivation</b>	4.0971	.63051	103
<b>EP</b>	3.7476	.65981	103

		<b>Motivation</b>	<b>EP</b>
<b>Motivation</b>	<b>Pearson Correlation</b>	1	.380**
	<b>Sig. (2-tailed)</b>		.000
	<b>Sum of Squares and Cross-products</b>	40.549	16.124
	<b>Covariance</b>	.398	.158
	<b>N</b>	103	103
<b>EP</b>	<b>Pearson Correlation</b>	.380**	1
	<b>Sig. (2-tailed)</b>	.000	
	<b>Sum of Squares and Cross-products</b>	16.124	44.406
	<b>Covariance</b>	.158	.435
	<b>N</b>	103	103

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As per the above table and interpretation, hypothesis  $H_{03}$  that "there is no significant relationship between Motivation and Entrepreneurial Proclivity (EP)" is rejected. The Pearson correlation coefficient between Motivation and EP is 0.380, indicating a moderate positive relationship between the two variables. This correlation is statistically significant at the 0.01 level (2-tailed), with a p-value less than 0.01.

Therefore, we can conclude that there is a significant positive relationship between Motivation and Entrepreneurial Proclivity. The findings suggest that highly motivated individuals are more likely to have a higher level of entrepreneurial proclivity.

$H_{04}$ : There is no significant relationship between Entrepreneurship Development and Entrepreneurial Proclivity.

	<b>Mean</b>	<b>Std. Deviation</b>	<b>N</b>
<b>ED</b>	3.7573	.72634	103
<b>EP</b>	3.7476	.65981	103

		<b>ED</b>	<b>EP</b>
<b>ED</b>	<b>Pearson Correlation</b>	1	.724**
	<b>Sig. (2-tailed)</b>		.000
	<b>Sum of Squares and Cross-products</b>	53.812	35.414
	<b>Covariance</b>	.528	.347
	<b>N</b>	103	103
<b>EP</b>	<b>Pearson Correlation</b>	.724**	1
	<b>Sig. (2-tailed)</b>	.000	
	<b>Sum of Squares and Cross-products</b>	35.414	44.406
	<b>Covariance</b>	.347	.435
	<b>N</b>	103	103

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As per the above table and interpretation, hypothesis  $H_{04}$  that "there is no significant relationship between Entrepreneurship Development (ED) and Entrepreneurial Proclivity (EP)" is rejected. The Pearson correlation coefficient between ED and EP is 0.724, indicating a strong positive relationship between the two variables. This correlation is statistically significant at the 0.01 level (2-tailed), with a p-value less than 0.01.

Therefore, we can conclude that there is a significant positive relationship between Entrepreneurship Development and Entrepreneurial Proclivity. The findings suggest that individuals who have undergone entrepreneurship development programs or have received entrepreneurial education are more likely to have a higher level of entrepreneurial proclivity.

## VIII. FINDINGS OF THE STUDY

<b>Table No: 10: Findings of the Study</b>			
<b>S. No</b>	<b>Hypothesis</b>	<b>Name</b>	<b>Result</b>
<b>1</b>	H <sub>01</sub>	There is no significant relationship between Attitude and Entrepreneurial Proclivity	Rejected
<b>2</b>	H <sub>02</sub>	There is no significant relationship between Intention and Entrepreneurial Proclivity	Rejected
<b>3</b>	H <sub>03</sub>	There is no significant relationship between Motivation and Entrepreneurial Proclivity	Rejected
<b>4</b>	H <sub>04</sub>	There is no significant relationship between Entrepreneurship Development and Entrepreneurial Proclivity	Rejected

The present study aimed to investigate the level of entrepreneurial intentions among students in 8 universities located in the Prayagraj division of India. The research design was based on a scientific investigation approach that utilized a survey strategy using an online questionnaire to collect empirical data from 103 students across all departments up to the Ph.D. level. The results of the study revealed a significantly high level of entrepreneurial intent among the participants, with gender and place of residence being the primary influencers of this intent. The male students and students from urban areas with prior entrepreneurship experience displayed a greater inclination towards self-employment. Additionally, students indicated a higher likelihood of pursuing entrepreneurship in universities that had adequate infrastructure and policies supporting entrepreneurship.

The study also investigated the relationship between various factors such as attitude, intention, education, motivation, and entrepreneurial proclivity (EP). The findings indicated that there was a significant positive correlation between attitude and EP, intention and EP, education, and EP, and motivation and EP, with all correlations being significant at the 0.01 level (2-tailed).

Overall, this study provides valuable insights into the entrepreneurial intentions of university students in the Prayagraj division of India. The findings have implications for policymakers, educators, and practitioners interested in promoting entrepreneurship among university students. By providing supportive infrastructure and policies, universities can foster an entrepreneurial ecosystem that encourages and enables students to pursue their entrepreneurial aspirations.

## IX. CONCLUSION

The present study aimed to explore the relationship between attitude, intention, motivation, entrepreneurship development (ED), and entrepreneurial proclivity (EP) among university students in India. Primary data were collected from 103 respondents through an online questionnaire. The majority of the participants were female, from urban areas, and from the middle-income group. The results of the study revealed a positive and significant relationship between attitude, intention, motivation, entrepreneurship development, and EP. These findings suggest that young adults with a positive attitude, high intention, and strong motivation, and who have undergone entrepreneurship development programs are more likely to possess entrepreneurial proclivity. This study highlights the importance of entrepreneurship development programs in shaping the entrepreneurial mindset and fostering entrepreneurial proclivity among young adults in India. Policymakers and educators can use these findings to design effective interventions to promote entrepreneurship among the youth, which can ultimately contribute to economic growth and development in the country.

The study collected primary data from 103 respondents using an online questionnaire. The respondents were fairly evenly split between male and female, with a majority from urban areas and middle-income households. The majority of participants were also relatively young, with a significant portion falling between the ages of 20-25 and 25-30.

The study found a significant positive relationship between entrepreneurial proclivity and attitude, intention, motivation, and entrepreneurship development. The Pearson correlation coefficients for each relationship were statistically significant at the 0.01 level, indicating a very low likelihood that the observed correlations were due to chance.

The results of this study suggest that attitudes, intentions, motivations, and entrepreneurship development are all important factors in predicting entrepreneurial proclivity. This has significant implications for policymakers and educators seeking to promote entrepreneurship, as it suggests that interventions targeting these specific factors may be more effective than broad-based interventions. Additionally, the findings of this study may be useful for entrepreneurs themselves, as they provide insight into the specific factors that are most closely associated with success in starting and growing a business.

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