



ENTREPRENEURIAL INTENTION - REVIEW OF LITERATURE

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Entrepreneurship creates a significant opportunities for individuals to achieve financial independence and benefit the economy by contributing to job creation, innovation, and economic growth. Empirical research supports positive links between entrepreneurial activity and economic outcomes (Van Praag and Versloot, 2007). According to Davidson .P (1991), career choice is a cognitive process driven by beliefs, attitudes and experiences and prior research confirms that entrepreneur -rail career fit a similar pattern.

The literature review has clearly emphasized the importance of studying intentions in entrepreneurship. According to Krueger et al. (2000), entrepreneurial activity can be predicted accurately by studying intention rather than personality traits, demographic characteristics, or situational factors.

According to Bird (1988), factors that determine intentions are attitude, subjective norms, perceived behavioral control, self-efficacy, perceived desirability and feasibility. Whereas, among the theories about intentions are:

- (i) Shapiro's (1975) theory about the entrepreneurial event
- (ii) Bird's (1988) model about entrepreneurial intentionality
- (iii) Janzen's (1991) theory off planned behavior
- (iv) Quinn's / Which's model of intellectual capital.

Some researchers have proposed new models about entrepreneurial intentions.

(Davidson , 1995; Elfving, Brannback, Cassrud, 2009, Krueger & Brazeal1994). These models analyzed many different factors affecting individual's entrepreneurial intentions. They can be divided into three categories: individual or psychological factors, family background factors and social and environmental factors.

The theory of planned behavior is focused on the fact that the human behavior is preceded by intention. The theory of planned behavior says that intentions are a function of three sets of factors: attitudes, subjective norms and perceived behavioral control.

According to Ajzen (1991), attitude towards a behavior refers to the degree to which an individual has a favorable or unfavourable appraisal of the behavior of concern. The more favorable the appraisal, the greater will be the intention to start a new venture. Subjective norms or perceived social norms are referred to the social expectation and pressure from one's family, friends, peers and society at large impacting on an individual attention to perform or not to perform a specific behavior.

In the article "Entrepreneurial intention among undergraduate business students", by Mesay Sata , assessed the entrepreneurial future intention o student in three selected universities. Intention towards entrepreneurship was measured through three dimensions of entrepreneurship (i.e) family business background, perceived desirability and perceived self-efficacy.

The results indicated that there existed a positive relationship between the dimensions of entrepreneurship and intention towards entrepreneurship among students. The two dimensions of entrepreneurship (i.e) family business background and perceived self- efficacy explained the variation on students intention to start a new venture.

In the article "Assessing Entrepreneurial intentions amongst Students – A Comparative Study", by Anuradha Basu and Maghna Virich explored and evaluated entrepreneurial intentions and their antecedents among 123 students at San Jose State University. They examined the role of family exposure to business, personal entrepreneurial experience and ethnic background in affecting attitudes, subjective norms and intentions by comparing students from diverse ethnic and family backgrounds.

In the article "Entrepreneurial Intentions and its influencing factors – A survey of the university students in Xian China", by Zhengxia Peng ,Genshu hu , Hui Kang , analyzed the student 's entrepreneurial intention level and its influencing factors. The study revealed that the perceived subjective norm of university students had a positive influence on their entrepreneurial

attitude. This study also examined the influence of other factors such as individual/ psychological factors, family background factors and social environment factors.

In the article, Dr. Emrah Talas , Ali Kemal Celik, Ibrahim Orkun Oral, “ The influence of Demographic factors on Entrepreneurial intention among undergraduate students as a career choice : The case of a Turkish University”, determined the impact of demographic factors on entrepreneurial intention among undergraduate students as a career choice. It revealed that the current faculty, type of high school, and the household income of their family were significant factors influencing the entrepreneurial intention among respondents.

In the article “ Contributing factors to entrepreneurial intention among university students”, by Sarah Sabir Ahmad, Rosliza Md Zani, Azfahanea Zaharia, Prof. Dr. Maznah Wan Omar, Mhd. Azmin Mat Serman, focused on the issue of entrepreneurial intentions among university students. Three main factors namely personality, creativity and locus of control leading to the interest in entrepreneurship were analyzed. The study revealed that personality was the most dominant factor that leads to entrepreneurial intention among students.

In the article “Effect of individual factors on youth entrepreneurship– A study of Uttarakhand state, India”, by Lalit Sharma and Pankaj Madan examined the effect of individual factors like intelligence , past self employment experience, past work experience and educational course of professional students on their decision to take up entrepreneurship as a career choice. The study revealed that the past self employment experience has a negative impact on student’s entrepreneurial inclination. And also the study found that no relationship was seen between the work experience (less than three years) and entrepreneurial inclination.

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