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Determinants of entrepreneurial intentions using Theory of Planned Behavior

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المستخلص:

هدفت هذه الدراسة إلى دراسة أبعاد نظرية السلوك المخطط على النية الريادية من خلال (الموقف، والمعايير الذاتية، السلوك المتصورة). حيث تكونت عينة الدراسة من (384) طالبا وطالبة من أربع جامعات حكومية وخاصة في ولاية الخرطوم. تم اختيار عينة غير عشوائية ميسرة. حيث تم اختيار مفردات العينة من الطلاب الذين لا يزالون يدرسون بهذه الجامعات وذلك بغرض سهولة توزيع البيانات ودقة الإجابات المقدمة من قبل الطلاب. تم استخدام نمذجة المعادلة البنائية واختبار الفرضيات عن طريق تحليل المسار عبر برنامج (أموس 25v). كشفت النتائج أن الموقف الريادية لا تؤثر إيجابا على النية الريادية عند مستوي معنوية 0.05، في حين ان كل من المعايير الذاتية و السيطرة السلوكية يؤثران إيجابا على النية الريادية عند مستوي معنوية 0.05. قدمت الدراسة مساهمة نظرية من خلال تطبيق نظرية السلوك المخطط على البيئة السودانية في ثقافة مختلفة، والمساهمة التطبيقية للدراسة تظهر من خلال المعرفة التي تقدمها لمتخذي القرار لتحسين ريادة الأعمال في السودان.

ABSTRACT :

This study aimed to examine the dimensions of theory of planned behavior on entrepreneurial intention through attitude, subjective norms, and perceived behavior controls. The sample of this study consisted of 384 students from four public and private universities in Khartoum State. The sample was chosen through the use of non-random sampling technique from the students who were still studying at these universities to facilitate the distribution of questionnaires, the return, and accuracy of answers given by those students. The study used the Path Analysis modeling technique through using (AMOS v 25) for hypotheses testing. The results revealed that entrepreneurial attitude does not have a positive effect on entrepreneurial intention at 0.05 significant level. However, both subjective norms and self perceived have a positive effect on entrepreneurial intention at 0.05 significant level. The study makes theoretical contributions to the body knowledge through applying theory of planned behavior on Sudanese environment in a different culture, while the practical contribution of the study appears from the knowledge which it provides for policymakers to improve the entrepreneurship in Sudan.

Keywords: Entrepreneurship, entrepreneurial intention, theory of planned behaviour.

Introductions:

Entrepreneurship is regarded as one of the major factors that positively influence the development of nations' economies and well-being of societies (Praag and Versloot, 2007). By creating more jobs, bringing innovation to the market, encouraging competitiveness and enhancing economic efficiencies, the role of entrepreneurship is increasingly becoming more vital to the economy and thus cannot be neglected (Iakovleva et al., 2011; Shane and Venkataraman, 2000). Considered as the engine and the driving force of any given economy; developed, developing or less developed alike, entrepreneurship is believed to be a panacea to

some of the problems and challenges countries encounter today such as unemployment (Thurik, 2003).

In Sudan, the importance of entrepreneurship appears through interest of the Government because has taken care of the entrepreneurship through its sponsorship of the (youth Sudanese forum in 2017), where the forum presented the solutions, initiatives and challenges faced by youth in 12 areas, including "Media, Culture, Employment, Education, Leadership, Health, Safety, Self-Capacity, Values, Giving, Volunteering, Entrepreneurship, Environment and Guidance." The importance of entrepreneurship in Sudan is reflected by Mashrouy competition it was created by the British Embassy, British Council and the Sudanese Young Businessmen Association, over a period of two years, around 4,600 applications have been received from young entrepreneurs. Mashrouy has reached over 10 million Sudanese through television, press and social media.

Despite the Sudanese government's interest in entrepreneurship to try to reduce the unemployment rate, Although the unemployment rate among Sudanese youth, according to the reports of the Ministry of Labor, 38%, but some economists have confirmed that the unemployment rate between 64% to 65%. To understand why some people, start their own businesses and others do not (Wu et al., 2008). Understanding the 'why' is the focus of intention-based research as it looks at peoples' cognition, perception, motivation and intention (Wu and Li, 2011). Krueger and Day (2010) argue that it is imperative to understand entrepreneurial cognition in order to understand the essence of entrepreneurship. Entrepreneurship is, therefore, an intentional process and a planned behaviour (Krueger et al., 2000). That is, starting a business requires and involves planning and planning is one of the first steps in this process (Iakovleva et al., 2011).

entrepreneurship is regarded as intention act and entrepreneurial intention has been found to be the single best predictor of entrepreneurial behaviours (Krueger et al., 2000), then it is important to understand what triggers such intentions.

In the literature of entrepreneurship, entrepreneurial intentions are found to be influenced by both internal factors like personality traits (Littunen 2000; Brandstätter 2011) and external factors which may be environmental (Fayolle 2008; Yeoh and Jeong 1995) or other contextual factors (Brinckmann et al. 2010; Zahra 1995). When (; Krueger et al. 2000) say Theory of planned behaviour (TPB), has been seen in the forefront of EI research because 'Entrepreneurship' can be observed as 'a planned behaviour' (Ajzen 1991). A lot of researchers try to examine entrepreneurial intention such as (Virginia Fernández-Pérez 2017; Ana Montes-Merino 2017 and Lázaro Rodríguez-Ariza 2017; Patricia Esther Alonso Galicia 2017) in Spain by using Theory of Planned Behaviour as a basis, and found influence of attitudes, subjective norms, and perceived control on academics' entrepreneurial intentions, and (Oguntimehin and Olaniran 2017) in Nigeria using (TPB)

Despite the interest of the Sudanese government in the entrepreneurship activities through the sponsorship of many programs, especially in the years 2015-2017 to reduce unemployment, this study examines whether entrepreneurship raises the individual student's intentions to be an entrepreneur or whether it helps students to determine how well-suited they are for entrepreneurial venture after graduation. Therefore, this study tries to examine the relationship between attitude and subjective norms and perceived behavioural control on entrepreneurial intentions. Using (TPB) As one the most widely applied theoretical frameworks, among undergraduate university students.

Literature review:

In this section provides a brief literature review on (TPB) dimensions and entrepreneurial Intention

Attitude toward behavior:

It refers to people's overall evaluation (positive or negative) or appraisal of a behaviour in question (Ajzen, 1991). Prior to forming intention, people seem to make assessment in favour or not in favour of that behaviour. TPB posits that attitudes are determined by a set of behavioural beliefs linking the behaviour to various outcomes and other attributes. Based on the evaluation of the beliefs, people acquire attitudes either positively or negatively. In this way, a favourable attitude toward behavior (starting a business) is formed when it is perceived that it has advantages and desirable consequences for them. The undesirable consequences result from the negative attitude toward the behaviour.

Positive attitudes toward entrepreneurship, if perceived as attractive and advantageous to individuals then will lead to better entrepreneurial intention. In fact, attitude has shown to be a strong predictor of entrepreneurial intention (Almobaareek and Manolova, 2012; Liñán and Chen, 2009). According to Schøtt et al.'s (2015) report on youth entrepreneurship, attitude and perception play an important role in creating entrepreneurial culture. However, in a contradicting view, Siu and Lo (2011) reported that attitude did not significantly predict entrepreneurial intention in the Chinese context which is characterised as a collectivistic society. Further, it has been found that attitude mediates the relationship between intention using self-determination theory (SDT) constructs (Roca and Gagne, 2008).

Subjective norm:

It refers to the sum of individuals' perception about how influential people in their lives think about whether or not to engage in a particular behaviour such as starting a business. TPB posits that Subjective norm or perceived social pressure has two components: normative beliefs and motivation to comply. These normative beliefs are concerned with likelihood that influential others approve or disapprove performing start-up behaviour. The component of motivation to comply reflects individuals' willingness to conform with such norms, which implies behaving in accordance with the expectations of influential others (Ajzen, 1991).

Subjective norm has been found to be the least or not significant predictor of entrepreneurial intention (Almobaareek and Manolova, 2012; Krueger et al., 2000; Liñán and Chen, 2009). However, a number of other studies have found that Subjective norm influenced intention (Kautonen et al., 2013; Siu and Lo, 2011).

Perceived behavioural control:

It refers to people's perception of how easy or difficult the behaviour is, such as starting a business, and how much volitional control they have over it (Ajzen, 1991). As outlined by TPB, Perceived behavioural control is preceded by control beliefs that have to do with the presence or absence of requisite resources and opportunities (Veciana et al., 2005). Ajzen (1991, p.196) states that "These control beliefs may be based in part on past experience with the behaviour, but they will usually also be influenced by second-hand information about the behaviour, by the experiences of acquaintances and friends, and by other factors that increase or reduce the perceived difficulty of performing the behaviour in question". It can considerably affect intention and action.

It has been attested that PBC, also treated as feasibility and self-efficacy, has been an influential determinant of entrepreneurial intention (Almobaareek and Manolova, 2012; Kautonen et al., 2013; Krueger et al., 2000; Liñán and Chen, 2009).

Intention:

It refers to the readiness that people show to engage in a given behaviour. It is considered as an immediate determinant of behaviour. Ajzen (1991) argues that it is most likely a given behaviour will be performed if a strong intention to engage in that behaviour exists. For an individual to demonstrate a behaviour, motivation (intention) and ability (behavioural control) should be combined as intention alone is not enough. That is why PBC was included into the model of TPB. Thus, intention to engage in an activity is determined by attitudes SNs and PBC. To strengthen the behavioural intention to perform an action, people should have a positive evaluation of it, should believe that important others want them to do it and perceive it as easy to be performed.

Theory and conceptual model:

Ajzen's (1991) establishing a model consists of three elements as antecedents of intention formation. They are namely, (1) personal attitude; (2) subjective norms; (3) perceived behavioral control. Whereas, personal attitude is the degree to which the individual holds a positive or negative personal valuation about being an entrepreneur. Subjective norms measure the perceived social pressure from family, friends, or significant others which could work as a dilemma whether to pursue an entrepreneurial career or not to pursue (Ajzen 1991). Finally, perceived behavioral control refers to the perception of situational competence that leads to the perceived easiness or difficulty while engaging in the behavior of interest (becoming self-employed) base on this theory try to make for testing this model.

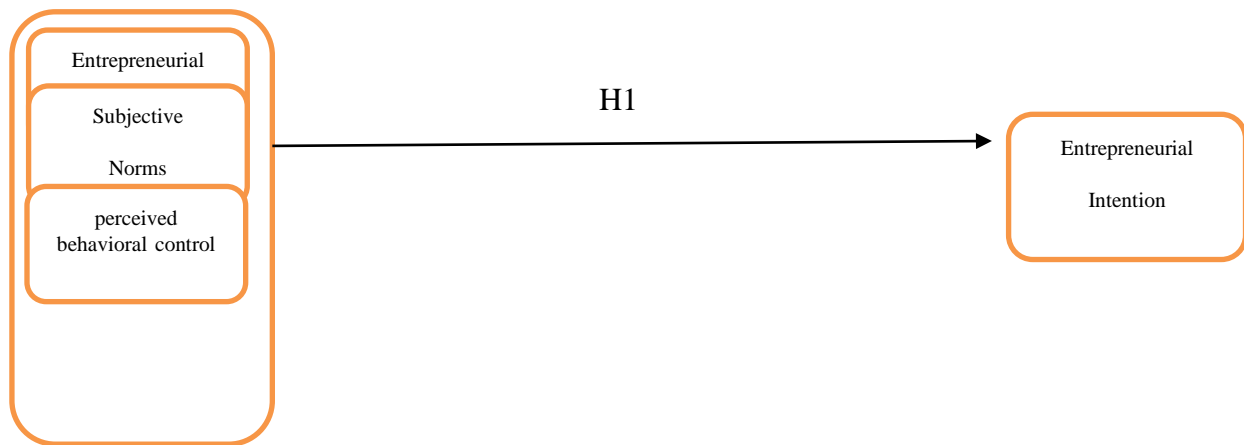


Figure1 Research framework

Hypotheses development :**Relationship between a component of (TPB) and entrepreneurial intention (EI)**

On the assumption that an entrepreneur is a person who recognizes an opportunity and creates something new (for example, a new product) and uses different means to exploit this opportunity, there are various authors who highlight the elements (TPB) as antecedents of intention, such as (Ward, 2004; Zampetakis, Gotsi, Andriopoulos, & Moustakis, 2011). Several studies have established a positive relationship between creativity and business opportunity identification (Zampetakis & Moustakis, 2006; Zampetakis, Kafetsios, Bouranta, Dewett, & Moustakis, 2009; Zampetakis et al., 2011). And (Virginia Fernández-Pérez 2017 and Ana Montes-Merino 2017 and Lázaro Rodríguez-Ariza 2017 and Patricia Esther Alonso Galicia 2017) found a positive relationship between creativity and entrepreneurial intention (Christina

2017) found Attitude, Subjective Norm, and Perceived Behavioral Control, Self-efficacy and Entrepreneurship education effects on Entrepreneurial intentions. Based on these findings, we posited the following hypothesis:

H1 Attitude has a positive influence on entrepreneurial intentions

H2 Subjective Norm has a positive influence on entrepreneurial intentions

H3 Perceived Behavioral Control has a positive influence on entrepreneurial intentions

Measurement :

Measures for all constructs were taken from the existing literature. Moreover, the questionnaire items were adapted from different sources. First we measured Attitude using 4 items from Linán ~ and Chen (2009) and Goethner et al. (2012) and Francisco Javier Miranda et al. (2017). Subjective Norm was measured by a 7-item scale from Bercovitz and Feldman (2008). And measured Perceived Behavioral Control by used 4 items from de Noble, Jung, and Ehrlich (1999) and Linán ~ and Chen (2009). And measure entrepreneurial intentions from Autio, Keeley, Klofsten, Parker, and Hay (2001), Linán ~ and Chen (2009) and Obschonka et al. (2015).

Sample and Data analysis :

A literature survey can help anyone to enlighten that a significant portion of EI scholars considered students as their subject of study because historically, a well-educated individual has shown the higher probability to create a healthy venture as compared to his non-educated counterparts (Kennedy and Drennan 2001; Cooper et al. 1994; R.Roy 2017). Based on this context selected (384) undergraduate students at four universities. To analyze the data (R.Roy 2017) said to test the validity and reliability of the conceptual model and then creating structural models were constructed to assess the model fitness, for testing hypotheses in SEM recommend to use SPSS and AMOS.

Data analysis:

Table (1): Demographic information

Variable	Frequency	Percent
Gender	Male	58.0
	Female	41.0
Age	Less than 20	27.0
	From 21 to 24	61.1
	From 25 to 30	9.5
	More than 30	2.4
University	SUST	50.0
	U of K	28.0
	Alneelain	13.5
College	Private University	8.5
	Business	53.7
	Non Business	46.3
Entrepreneur background	Yes	62.2
	No	37.8
Family role	Yes	70.6
	No	29.4
Total	296	100%

Measurement model: reliability and validity:

Measurement model is used for the qualitative assessment of validity and reliability of the constructs included in a study (Henseler et al. 2009). In this research, we first conducted an exploratory and confirmatory factor analysis (EFA) and (CFA), to verify whether the predetermined sets of variables were interrelated in the hypothesized manner.

Exploratory Factor Analysis:

Researchers used EFA to measure the adequacy of the sample by using Bartlett's test of sphericity and the Kaiser-Meyer-Olin's (KMO) measure of sampling adequacy. EFA result found KMO = 0.753 and a significant Bartlett's test ($\chi^2 = 809.608$, $p < 0.000$), indicating that factor analysis is appropriate (Hair et al. 2010). Reliability analysis was done on all the constructs by calculating Cronbach's alpha. By reliability analysis of the questionnaire, some items were removed and the rest was retained for structural equation modelling analysis as shown in Table 2:

Table (2) Descriptive Statistics (mean and standard deviation) and Reliability analysis

Variable Name	Variable Type	Mean	Std. Deviation	Cronbach's alpha
Entrepreneurial Attitude	Independent variable	4.0479	.79176	.651
Subjective Norms	Independent variable	3.6427	.64280	.651
Perceived	Independent variable	3.2817	.46699	.677
Entrepreneurial Intention	Dependent variable	4.1321	.75710	.832

Measurement Model (Confirmatory Factor Analysis):

Measurement model is used to find out the relationship between items and latent variables. In the proposed model, 16 items were loaded on three exogenous factors (attitude, subjective norms and perceived behavioural control) and one endogenous factor (entrepreneurial intention). Descriptive statistics and correlation of the variables used in the study are given in Table 2. Confirmatory factor analysis was done in order to measure the reliability and validity shown in (Figure2).

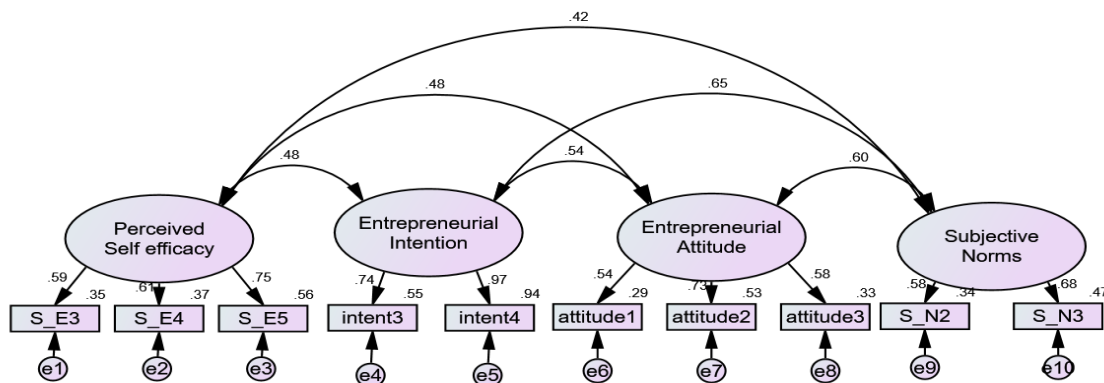


Figure2. Structural model estimation

As a response to above arguments, item 'S_E3' has been dropped for the measurement of the construct of Perceived Self efficacy, The initial CFA findings suggested an adequate model fit with the following indices: $\chi^2 = 40.223$, $\chi^2/df = 1.915$, GFI = 1.000, TLI = 1.000, CFI = 0.971, IFI = 0.99, RMSEA = 0.056, AGFI = 0.900, RMR = 0.047 for all model.

Reliability Analysis:

The construct reliability was assessed using composite reliability (CR) and Cronbach’s alpha (α). For composite reliability, the score of 0.6 and above (Bagozzi and Yi 1988) and for Cronbach’s alpha the score of 0.7 and above (Hair et al. 2010) is considered to be adequate. In the present study, the value of (CR) Composite reliability and average variance explained are shown in Table (3)

Table (3): Measurement model

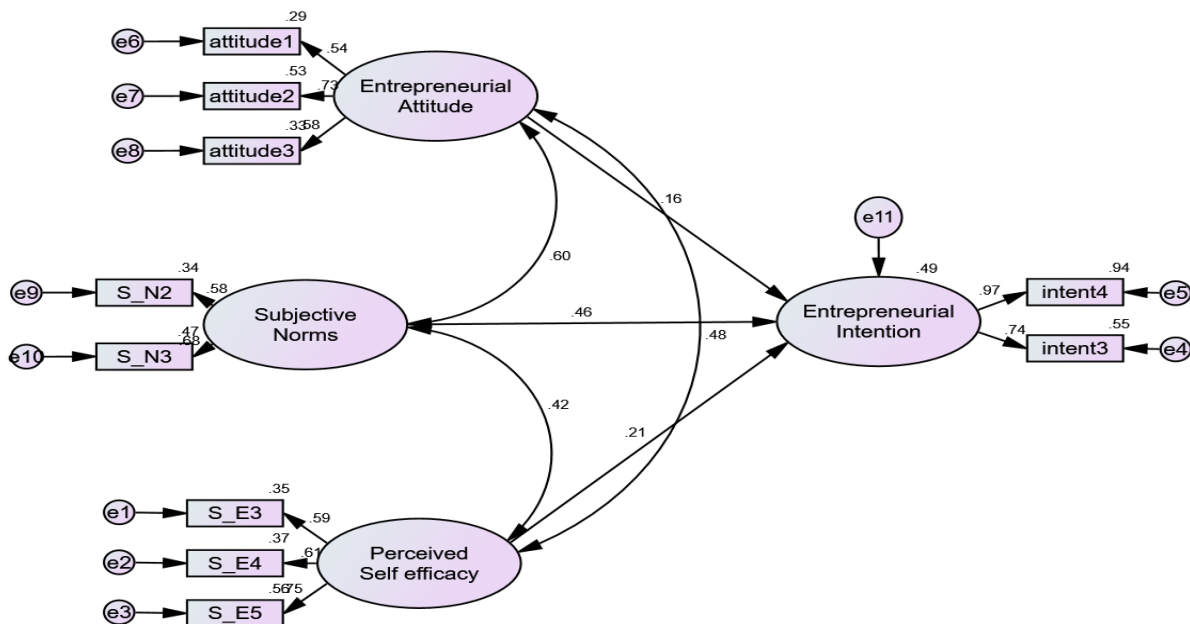
Variables	CR	AVE	MSV	ASV	EA	P S	E I	S N
Entrepreneurial Attitude (EA)	0.651	0.386	0.359	0.293	0.622			
Perceived Self (PS)	0.614	0.425	0.232	0.213	0.480	0.652		
Entrepreneurial Intention (EI)	0.834	0.745	0.419	0.313	0.538	0.482	0.863	
Subjective Norms (SN)	0.667	0.404	0.419	0.318	0.599	0.420	0.647	0.636

Structural equation modelling

Structural equation modelling (SEM) has become enormously popular among researchers (Kline, 2011) and without a doubt it is regarded as one of the most important data analysis techniques (Kaplan, 2009). It consists of two parts namely the measurement and structural parts. The measurement part links the manifest variables (observed) to their latent (unobserved) variables via confirmatory factor analysis. The structural part links latent constructs to each other via a system of simultaneous equations (Kaplan, 2009).

Hypothesis testing (direct effects):

the hypothesis direct structural relationships are discussed; the significance of estimated path was examined as it provided the basis to accept or reject a hypothesis.



Structural model (4-factor model)

The structural model reveals the same value of model fit as shown in Table (2), all the model fit indices for the structural model were not only significant but remain the same as in the

measurement model. The middle index of R square (i.e. 0.49) justifies the underlying theoretical model,

H1:the path coefficient of Entrepreneurial Attitude on Entrepreneurial Intention was getting a critical ratio as large as 1.511 in absolute value is .131, In other words, the regression weight for Entrepreneurial Attitude in the prediction of Entrepreneurial Intention is not significantly different from zero at the 0.05 level (two-tailed).

H2: the path coefficient of Subjective Norms on Entrepreneurial Intention was getting a critical ratio as large as 3.601 in absolute value is less than 0.001. In other words, the regression weight for Subjective Norms in the prediction of Entrepreneurial Intention is significantly different from zero at the 0.001 level (two-tailed).

H3:the path coefficient of Perceived Self on Entrepreneurial Intention was getting a critical ratio as large as 2.431 in absolute value is .015. In other words, the regression weight for Perceived Self in the prediction of Entrepreneurial Intention is significantly different from zero at the 0.05 level (two-tailed). Table (4) show the relationship between all variable in model.

Table (4) Model Fit Indices and Path Coefficients for (TPB) (Multi-dimensional) and entrepreneurial intention

Parameter	Measurement Model	Structural Model
Chi-square	40.223	40.223
Degree of Freedom	21	21
Normed Chi-square (Chi-square/ Df)	1.915	1.915
GFI	.970	.970
AGFI	.936	.936
NFI	.943	.943
CFI	.971	.971
RMR	.000	.000
REMSA	.056	.056
Path Analysis		
R- Square	0.63	
Path Details	Critical Ratio	Path Coefficients
Entrepreneurial Intention<--- Entrepreneurial Attitude	1.511	.131 N S
Entrepreneurial Intention<--- Subjective Norms	3.601	***
Entrepreneurial Intention<--- Perceived Self	2.431	.015

*** Significant at .05 level ** Significant at .01 level NS Not Significant

Discussion:

This study focuses on the relationship between a component of (TPB) and students' entrepreneurial intentions. The findings of the study were discussed based on tested hypotheses. the study contributes to the body of knowledge of entrepreneurial intention by using the theory of planned behavior. The results revealed Entrepreneurial Attitude did not have a significant positive effect on Entrepreneurial Intention. While Subjective Norms and Perceived Self has a significant positive effect on Entrepreneurial Intention. This result is totally agreed with (Siu and Lo, 2011) attitude towards entrepreneurship was not found to be a significant predictor of entrepreneurial intention in the Chinese context which is characterized as a collectivistic society, The Sudanese people are also considered social. When (Croson and Minniti, 2012; Niemiec and Ryan, 2009; Oliver et al., 2008) indicate that students who have the freedom to choose their career paths, the choice is endorsed by their self as they believe that their choice emanate from inner self. (Renato Passaro,et al 2018).

Conclusions:

Neither the importance of entrepreneurship to any economy, given its impact on job creation, innovation and market efficiencies (Shane and Venkataraman, 2000) Despite its significance, it is striking to see that there were no studies that deals with the impact of motivation of entrepreneurship in Sudan. not much research on this issue have been undertaken from the least developed countries perspective (2017). In an attempt to fill this void, this study has tested the direct effect of Entrepreneurial Attitude, Subjective Norms and Perceived Self on entrepreneurial intention in the context of Sudan, the findings demonstrate that Subjective Norms and Perceived Self are a strong predictor of students' intention to start a business. The findings of this study provide theoretical and practical implications. This is the first study that using the social cognitive approach of TPB in Sudan. The study's findings corroborated evidence from previous studies that positive outcomes result from TPB.

Limitations and Future Research Directions:

The study limitations may include: Firstly, final year undergraduate university students were surveyed and therefore, generalizing the findings to the entire youth of the country (Sudan) may be impractical. Secondly, this study is based on cross-sectional design, which means students are not tracked after their graduation to check whether their intention leads to entrepreneurial behaviour. It is recommended that future studies may use longitudinal design to test intention-behaviour relationship, instead of using undergraduate university students as respondents. Future studies may introduce any suitable moderating and or mediating variable.

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