

# APPLICATION OF PARTIAL LEAST SQUARE IN PREDICTING E-ENTREPRENEURSHIP INTENTION AMONG BUSINESS STUDENTS OF CHINA USING EOA MODEL WITH THE MEDIATING ROLE OF SELF-EFFICACY

<sup>1</sup>SHAMIM AKHTAR, <sup>2</sup>YANPING LIU

<sup>1,2</sup>School of Economics and Management Sciences, Xidian University, Xi'an, Shaanxi, China  
Email: <sup>1</sup> Shamim462@gmail.com, <sup>2</sup> Yanpingliu@xid.edu.cn

**Abstract:** E-entrepreneurship is a basis of economic intensification and progress. As the number of business graduate students is increasing day by day so, opting virtual entrepreneurship as means of a vocation is necessary not only to trim down unemployment but it can also make available supplementary supply of income aligned with mounting cost of living. The aim of this study was to explore that how business graduates identify their aptitude to survive, achieve and be thriving in E- entrepreneurship. The mediating effect of self-efficacy was also tested in the progress of students' intentions to turn out to be entrepreneurs. We used partial least square model with a sample of 2000 business students' through 10 universities of China to test the hypotheses. Entrepreneurial Attitude Orientation (EAO) scale was utilized to check the students' E-entrepreneurial attitudes. The findings disclosed that the self-esteem, achievement, personal control and the innovation have significant relationship with self-employment intention. Correspondingly findings of the study express that the effect of innovativeness on the entrepreneurial intentions was fully mediated by entrepreneurial self-efficacy. The authors discuss practical implications and directions for future research.

**Keywords:** Self-efficacy, Online business, Career intentions, EAO

## I. INTRODUCTION

Entrepreneurship and small companies considered as "growth engines", due to their job forming phenomenon (Brich 1987; Dimo 2007). Entrepreneurship brings prosperity not only in the advance countries but also in under developed countries and Governments is well aware of economic benefits which can be derived from setting up of entrepreneurial undertakings (Khan et.al, 2003). Entrepreneurs' role has been considered significant in the progress and expansion of any economy. They trim down the unemployment and bring quality of life (Scott and Twomey, 1988). Entrepreneurship adds progress by generating new markets, new trades, new expertise, fresh jobs and take part in factual output (Behave, 1994). Hence, this is very obvious that there is very few substitutions of entrepreneurship for nurturing and prompting trade and industry expansion (Aldrich and Wiedenmayer, 1993). Therefore, priorities should be given on establishment of entrepreneurship. Internet convention has grown-up speedily over the precedent years and it has turn out to be ordinary way for trading and distributing information, services and goods (Albarq, 2006). E-entrepreneurship can be taken as the best career preference as internet technology has taken a significant part in the economic progress in this 21<sup>st</sup> century. China has one of the leading economies in the globe over and above a swiftly emergent 2 infrastructure for ecommerce thus; it is obvious that there are more opportunities for the e-entrepreneurs. Working on e-entrepreneurship endures distinctive implication for country like China where concentration of population is very high.

Accommodation of such a large population is really challenging. In China, according to the "Ministry of Higher Education Department every year number of business graduates increasing tremendously" This creates disparity which can be check by the proportion increase in the rate of un-employment in China. As the number of business graduates increasing day by day so opting e- entrepreneurship as a career is necessary not only to trim down unemployment but also to make available supplementary supply of income aligned with a mounting cost of living. In general it is expected that being business graduates, students will be stimulated to pursue the pathway to be a profitable entrepreneur. Therefore, it is of much importance to recognize and predict what forces influence their e-entrepreneurial intention. This is a main zone of global research as it emphasizes on the fundamental reasons behind people's drive of becoming entrepreneurs (Summers, 1988; Delmar and Davidsson, 2000) .The vital importance of this study embedded into that area. It has aimed at determining the factors that affect e-entrepreneurial intentions among potential entrepreneurs and prospect front-runners in the form of business students of diverse universities of China.

## II. THEORETICAL FRAMEWORK AND HYPOTHESIS

E-entrepreneurship' defines as the act of launching new companies explicitly in the Net Economy (Matlay, 2004). Currently, e-entrepreneurship has appeared as a tactical way to expand communications through Intranets inside organizations along with improve alliance (via Extranets) by way of significant

external stakeholders, for instance customers, the suppliers and the government representatives (Byrd, 2001; Basu & Kumar, 2002; Meroño-Cerdan et al., 2006). Notably, yet, the acceptance of e-Business was supposed as a way to attain a sustainable competitive advantage in a progressively globalized economy (Martin & Matlay, 2001; 2003; Li et al., 2004). And entrepreneurial intention is the tendency of starting a novel business. Entrepreneurial intention is assurance to initiate a novel business (Kruger, 1993).

Association amongst personality traits and entrepreneurial behavior are often debated in entrepreneurship literature. There are several debates on entrepreneurship intention but few studies cited which are conducted on the business students by using EAO model with regard to e-entrepreneurial intention. Hence, the aim of this study is to shed some new insights to the current entrepreneurship literature. Norhazlin et al. 2012 investigated the e-entrepreneurial intentions among the private university students of Malaysia, concluded that merely risk approach adds to the prophecy of starting own business intentions and the robust rank of pursuing own business intention is correlated with the small ranks of digital business intentions. Ismail et al. (2013) studied the self-employment intention between undergraduates of Malaysian universities using EAO scale. Reported results show that the self-esteem, innovation and personal control have significant relationship with the entrepreneurial intentions. Thus findings of the study give vital understanding to encourage and create a progressive representation of entrepreneurship to be taken as career. Another study is conducted to check the self-employment intention of engineering students of India and EOA modal is utilized. Findings of the study showed that self-esteem and personal control have direct and positive association with the self-employment intentions, while innovation and the achievement have insignificant connection with the self-employment intentions (Sonia Katherin Mathew & Johny Johnson, 2014). Altaf Hussain (2015) studied the effect of business education on business related intentions by opting sample of Pakistani universities. Findings of the research backing the business intentions model which is centered on theory of planned behavior (TPB). Additionally advised that a considerable influence of entrepreneurial education on business intentions of the students exists. Many researchers worked on identifying different determining factors of business pursuing intentions. Even though significance of business education had been documented in previous researches, but incomplete studies have been done to examine the e-business intentions among business students, from the electronic entrepreneurship perspective studies are inadequate and still going through practical testing. On this notion only few studies are conducted in China. The rationale of this research is to predict E-entrepreneurship intension among business students

studying in higher education institutes in China. Moreover, in literature of entrepreneurship the mediating roles are seldom taken, for that reason so it's not obvious either attitudinal characteristic for instance, creativity will influence indirectly on business intentions through the effect on self-efficacy. The role of mediating variable is studied in this study to check the influence. It is commendable to notice, all research work was carried out mainly in western countries, no research up to now, has tried to explicate students' e-entrepreneurial interests in the setting of China. Our study targets at satisfying this gap.

## 2.1 Hypotheses Development

Entrepreneurial Attitude Orientation (EAO) model developed by Robinson et al. 1991. Since its development many researchers used this model to explain the attitude of respondents towards the entrepreneurship or to describe respondent's entrepreneurial intent. Batool et.al (2015) recently used this scale to predict the e-entrepreneurial intention of undergraduates. This study also adopts EAO model to foresee the e-entrepreneurial intentions of business students of Chinese universities.

EAO model encompasses four subscales which are:

**Achievement** which can be expressed as conduct towards struggle or a race by the excellence standard McClland et al (1951). In the context of entrepreneurship, "achievement" states that supposed outcomes and consequences of forming a fresh business affecting expressively one's tendency to yield the tasks, encounters and accountabilities of opening a fresh business McClland (1961). Xue et al. (2011) did survey by taking sample of university students from public and private universities and found the fact that there is a positive significant relationship amongst need for achievement and students entrepreneurial intention to start a new business. Research findings described that "achievement" discovered as high in entrepreneurially persuaded graduates, unrelated as the non-motivated ones. Thus hypothesis is developed:

**Hypothesis 1:** High levels of achievement positively influence the students' E- entrepreneurial intentions.

**Locus of control** Personal control can be explained as the want to do as one desires instead of orthodox anticipations or beliefs. Personal control fit in to utmost repeatedly indicated reasons to become self-employed (Kolvereid 1996). Douglas and Shepherd (2002) worked on business alumni of an Australian university to predict influences inducing intentions to start business. They advocated that having a wish of having control is a significant factor influencing career choices and the intention to setup own business. Thus this intuition guides towards the

intention to the concept of locus of control. This put forward the following

**Hypothesis 2:** High levels of personal control positively influence student's E- entrepreneurial intentions.

**Self Esteem** refers person's self-assurance and proficiencies in believe which eventually assist in entrepreneurial dealings Ismail et al (2013). Likewise, (Sharif and Saoud; 2009) did research on the role of "self-esteem" and investigated it one of the good factor of intentions. Respectively, (Xue et al.'2011) did research on the same and found it as important determinant in defining business interests. This one is linked to the individual's craving to jump into own corporate instead of work for someone else if that individual's opinions not valued Kuratkeo et al (2004). Thus, based on overhead arguments, succeeding hypothesis is provoked:

**Hypothesis 3:** High levels of self-esteem positively influence student's E- entrepreneurial intentions.

**Innovation** This term stated as behavior attribute concerning inclination to follow choices in the novel way including vagueness about accomplishment or disappointment consequences. Findings of many studies projected different outcomes for instance some argued that the correlation among creativity and business intentions not very high but innovation aspect considerably motivate and influence in starting fresh business. Some studies investigated the fact that creativity has direct and significant relationship with the entrepreneurial intention. According to the findings of Nga and Shamuganthan (2010) through a craving of undertaking business in a novel and exclusive way is the solitary one which directly interrelated with starting an online business.

**Hypothesis 4:** High levels of innovation positively influence students' E- entrepreneurial intentions.

**Self-Efficacy** states that the finding of one's proficiency and ability to achieve a definite level of enactment or wanted consequences Bandura; (1986). The utmost assessment on entrepreneurship advocates that self-efficacy is one of the many entrepreneurs' attitudes and personal trait (Jain, 2011). Empirical studies in the business literature investigated that the entrepreneurs possessed high levels of self-efficacy unlike non-business individuals. Harris and Gibson (2008); and Harris and Gibson (2009) worked on business students of US and found that self-efficacy is negatively correlated with the attitude in the direction of entrepreneurship and there is a negative relationship with the personality traits that is creativity, judgment and determination Pihie et al. (2011) and Ismail et al. (2013) conducted survey in Malaysia among university undergraduates and the secondary school students and found positive and significant relation of self-efficacy with the entrepreneurial intention.

**Hypothesis 5:** High levels of self-efficacy positively influence students' E- entrepreneurial intentions.

**Mediating role of self-efficacy** though, "Entrepreneurial self-efficacy" generally illustrated direct predictor in envisaging entrepreneurial interests but it can be taken as mediator' Zhao et al., (2005). Model tried this research deliberates "self-efficacy" will have a mediating effect in association among innovation and business intentions. Previous literature is also supportive in such framework Schumpeter' (1936).

**Hypothesis 6:** Self-efficacy mediates the relationship between innovation and E-entrepreneurial intentions.

### III. RESEARCH METHODOLOGY AND DATA COLLECTION

The target respondents were 2000 in total selected on convenience basis to save time. They were the business students of top ranked 10 universities, all were public universities of China from Beijing, Xian and Shanghai. Students taken for this survey were from the business students of different majors consisting management, finance, marketing, economics and accounting. The students were mainly from the last semester of their graduate degree. Major problem in data collection process was the language barrier, Thus to achieve fair and effective responses questionnaire was translated into Chinese language because majority of Chinese students did not understand English. The research instrument in this study consisted of questions that were formulated to test the students' electronic employment intentions. A five-item Likert scale was used to which the respondents asked how much they agree, strongly agree or disagree with the questions posed. This scale was beforehand tested and adopted from the literature Ismail et al., (2013) and Batool et al., (2015) and proved out to be valid & Reliable. Non probability convenience sampling applied for data collection. Multiple methods utilized for the sake of data collection, some were mailed, and some were personally disseminated. The data collection procedure completed over period of four months. In total 2000 questionnaires were distributed and 1890 were answered moreover 40 questionnaires further subtracted because of missing values. Thus total of 1850 questionnaires data was used for analysis.

### IV. ANALYSIS

Reliability and validity statistics have been used to check the goodness of measures. Goodness of measures. (Sekran and Bougie 2010) stated that "Reliability is a test of how consistently a measuring instrument measures whatever concept it is measuring, whereas validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure"

**4.1. Construct validity**

“Construct validity states to how well the results attained from the use of the measure fit the theories around which the test is designed” (Sekaran & Bougei 2010). Query arises either the instrument knock the concept as hypothesized. Thus, through convergent and discriminant validity it can be retrieved.

**4.2. Convergent validity**

To test the convergent validity as proposed by (Hair et al., 2010) factor loadings, average variance extracted and composite reliability is used. CR values depicted in table 1 depicting those loadings of all items surpassed the recommended value 0.5 (Hair et al., 2010).The construct values of CR range (0.7140-0.8201) confirming the suggested value 0.7. The average variance extracted (AVE) tells the variance taken by the indicators relative to measurement error, value must be higher than 0.50 to rationalize using a construct (Barcelay et al., 1995).The AVE values ranges of (0.5190 -0.6141).

Variable	CR	AVE
Achievement	0.7458	0.5462
Self-esteem	0.8201	0.5713
Personal control	0.7140	0.5337
Creativity	0.8120	0.5190
Self-efficacy	0.7587	0.6141
E-entrepreneurial intension	0.7911	0.5521

**Table 1 Composite reliability values**

**4.3. Discriminant validity**

We continued discriminant validity “the degree to which items differentiate among constructs or measure distinct concepts” and was calculated by the correlations between the measures of possibly overlying constructs. According to Compeau et al.1999...” Items should load more strongly on their own constructs in the model, and the average variance shared between each construct and its measures should be greater than the variance shared between the construct and the other constructs” Table 2 depicts the presence of discriminant validity as the

diagonal values are greater unlike the off-diagonal values.

Discriminant validity						
Achievement	1.0000					
E-entrepreneurial intension	0.1205	1.0000				
Creativity	0.1202	0.5211	1.0000			
Personal control	0.1501	0.5743	0.6020	1.0000		
Self-efficacy	0.1381	0.6129	0.5455	0.5731	1.0000	
Self-esteem	0.1490	0.6412	0.5709	0.5571	0.6182	1.0000

**Table 2 Discriminant validity**

**Note: Values in diagonal are the square roots of average variance extracted whereas off diagonal values are correlations**

**4.4. Reliability analysis**

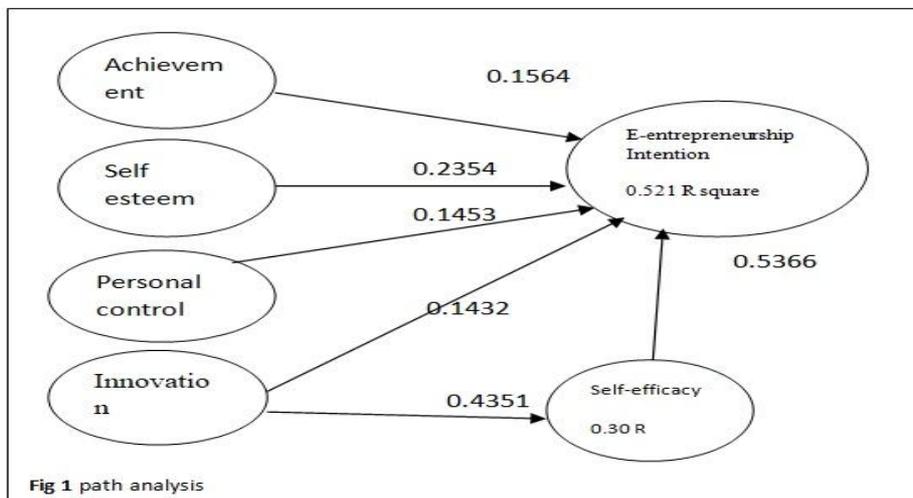
The inter item uniformity of dimension items is assessed by taking Cronbach’s alpha coefficient. Table 3 demonstrates the summary of alpha values and corresponding loadings. Concluding from table 3, alpha values surpass 0.6 recommended by (Nunnally and Bersein; 1994).The CR values also ranged 0.7140-0.8201 interpreted that like cronbach’s alpha for internal uniformity estimate CR value 0.7 or above considered acceptable’( Fornell and larker’; 1981) therefore, reliability of measurements also confirmed .

Constructs	Cronbach’s alpha	Measuring Items
Achievement	0.8412	6
Self-esteem	0.8134	6
Personal control	0.8211	5
Innovation	0.8226	6
E- entrepreneurial intentions	0.8312	6
Self-efficacy	0.8320	4

**Table 3 Loadings and Alpha values summary**

**V. RESULTS OF STUDY**

After checking the reliability and validity of the scale we progressed with the path analysis in order to test hypothesis. The results of the path analysis were found significant; Results presented by the figure one and table 4. R2 value was 0.521 which means 52% of the variance in scope of E- entrepreneurship intentions can be expressed by constructs as self-esteem, personal control, achievement and innovation through self-efficacy.



**Fig 1 path analysis**

Correspondingly innovation describes 30% of the variance in self-efficacy. Present study investigated that business related attitudes for instance, achievement, self-esteem, personal control and innovation have weighty association with the pursuing own business intentions. For mediation

analysis total effect through bootstrapping is utilized which satisfy (Hair et al.'2014) criteria for measuring the mediation effect; afterward, VAF calculation verifies that the full mediation is present through self-efficacy among innovation and the E-entrepreneurial intentions.

Hypothesis	Relationship	Coefficient	T-value	significance
H1	Acievement→e-entrepreneurial intention	0.1564	1.9721	confirmed
H2	Self-esteem→e-entrepreneurial intentions	0.2354	2.1354	confirmed
H3	Personal control→e-entrepreneurial intentions	0.1453	1.9723	confirmed
H4	Innovation→e-entrepreneurial intentions	0.1432	1.9831	confirmed
H5	Self-efficacy→e-entrepreneurial intentions	0.4351	2.3416	confirmed
H6	innovation →self-efficacy e-entrepreneurial intention	0.5366	3.8162	confirmed

**Table 4 Path analysis for hypothesis testing**

### DISCUSSION/CONCLUSION AND STUDY IMPLICATIONS

The main purpose of conducting this research study was to find out the relevant factors affecting business graduates in pursuing their own E-business in China. Therefore for the accomplishment of the intended objective through and in-depth study of literature was carried out in order to conceptualize the work of previous researchers and to draw new insights. Partial least square technique was used with EAO model and mediation analysis. As a result attitudinal aspect of achievement, personal control, self-esteem and innovation through self-efficacy has been found substantial with E-entrepreneurial intentions. Thus, proposed hypothesis H1, H2, H3, H4, H5 and H6 are confirmed. The results of current study also supported by literature. The findings on achievement support the claimed by Xue et al., (2011) that the business graduates with the higher levels of achievement have high levels of E-entrepreneurial intentions. The results of self-esteem and personal control supported by the ideas of (Mohid Sharif and Saud, 2009), Ismail et al., 2013 and Batool et al., (2015) providing that the confidence on one's own abilities or own worth which leads persons to take initiatives. When someone thought that I am competent enough to do a specific job it eventually turned into success zone because of positive description of oneself and due to controlled or stabled emotions. Thus, pursuing entrepreneurship as career greatly affected by these two constructs. Therefore, Findings explains the gist of EAO model that the business students who possess the high levels of self-confidence and competency, they have higher levels of business intentions. Innovation factor also seemed consistent with previous literature, for instance, confirmed with the findings of (Nga and Shamuganthan, 2010) stating that craving of starting novel and unique projects is one of the good dimension which can directly lead

business students to start E-business. Findings of this research study has conformed to the literature that attitudes do matter and have direct relationship with starting own business. Thus, for the E-business initiatives individuals with high self-esteem, personal control, need for achievement and creative ones are required. Universities in this regard considered as hub in nurturing business environment. So, more entrepreneurial courses and seminars should be conducted to motivate and guide students. Entrepreneurship is a basic aspect in the prosperity of any economy; it is now up to the policy makers of universities as well as on the government to join forces in endorsing and creating an encouraging image of digital business pursuing as career. At the moment universities should boost students to take digital business as a career rather part time activity. This is because although students gained the significant business knowledge and the skills, if they are not motivated or do not possess the bright image they might not be attracted to venture into the field. The study added to the literature by reviewing the EAO model with E-entrepreneurial intentions through the mediating effect of self-efficacy among innovation and digital entrepreneurial intention. Future researchers could perhaps identify and study the mediating role of emotional stability. An emotional stability play one of the leading roles in career because emotions can serve as obstacle or a motivator. Therefore emotional stability can also be highly related in prediction of entrepreneurial intention.

### REFERENCES

- [1] Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.
- [2] Ajzen, I. (2002), "Perceived behavioral control, self-efficacy, locus of control, and the theory of planned

- behavior”, *Journal of Applied Social Psychology*, Vol. 32, pp. 665-83.
- [3] Ahmed et al. (2010). Determinants of Students’ Entrepreneurial Career Intentions: Evidence from Business Graduates. *European Journal of Social Sciences*, 15(2), 14-22.
- [4] Bennani, AE, & Oumlil, R. (2014). Acceptance of e-entrepreneurship by future entrepreneurs in developing countries: case of Morocco. “*Journal of Entrepreneurship: Research & Practice*, 2014(2014), 2–10.
- [5] Bird, B. (1998). Implementing Entrepreneurial Ideas: The Case for Intention. *Academy of Management Review*, 13, 442-453.
- [6] Boyd, N. G., & Vozikis G. S. (1994). The Influence of Self-Efficacy on the Development of Entrepreneurial Intentions and Actions. *Entrepreneurship Theory & Practice*, summer, 63-77.
- [7] Robinson, V. D. Stimpson, S. J. Heufner, and K. H. Hunt, “An attitude approach to the prediction of entrepreneurship.” *Entrepreneurship Theory and Practice*, vol. 15, no. 4, pp. 13-31, 1991.
- [8] Behave, M. P. (1994). A process model of entrepreneurial venture creation. *Journal of Business Venturing*, 9, 223-249.
- [9] Barclay, DW, Thompson, R, & Higgins, C. (1995). The partial least squares (PLS) approach to causal modeling: personal computer adoption and use an illustration. *Technol Stud*, 2(2), 285–309.
- [10] Batool Hira, Rasheed Haroon, Malik Muhammad Imran and Hussain Saddam.(2015).Application of partial least square in predicting e-entrepreneurial intention among business students. *Journal of Innovation and Entrepreneurship*, Vol, 5(1), pp. 1-16.
- [11] Birch, D. (1987). *Job Creation in America*. New York, NY: The Free Press. Bateman, T. S., & Crant, J. M. (1993). The proactive component of organizational behavior: A measure and correlates. *Journal of Organizational Behavior*, 14, 103-118.
- [12] Delmar, F., & Davidsson, P. (2000). Where do they come from? Prevalence and characteristics of nascent entrepreneurs. *Entrepreneurship and Regional Development*, 12(1), 1-23.
- [13] Gist, M. E., & Mitchell, T. R. (1992). Self-efficacy: A theoretical analysis of its determinants and malleability. *Academy of Management Review*, 17, 183–211.
- [14] Gartner, W. B. (1985). A conceptual framework for describing the phenomenon of new venture creation. *Academy of Management Review*, 10, 696-706.
- [15] Gelard, P., & Saleh, K. E. (2010). Impact of some contextual factors on entrepreneurial intention of university students. *African Journal of Business Management*, 5(26), 10707-10717.
- [16] H. Zhao, G. E. Hills, and S. Seibert, “The mediating role of self-efficacy in the development of entrepreneurial intentions,” *Journal of Applied Psychology*, vol. 90, no. 6, pp. 1265-1272, 2005.
- [17] Ismail N., Jaffar N., Hooi TS. (2013). Using EAO model to predict the self-employment intentions among the universities’ undergraduates in Malaysia. *International Journal of Trade, Economics & Finance*, 4(5).
- [18] Johnson, B. R. (1990). Toward a Multidimensional Model of Entrepreneurship: The Case of Achievement Motivation and the Entrepreneur. *Entrepreneurship Theory & Practice*, Fall, 39-54.
- [19] Robinson, P.B., Stimpson, D.V., Huefner, J.C. and Hunt, H.K. (1991), An attitude approach to the prediction of entrepreneurship, *Entrepreneurship: Theory & Practice*, Vol. 15 No. 4, pp. 13-31.
- [20] Kolvereid, L. and Isaksen, E. (2006). New business start-up and subsequent entry into self-employment, *Journal of Business Venturing*, Vol. 21, pp. 866-85.
- [21] Krueger, Reilly, Carsrud. (2000). Competing models of entrepreneurial intentions, *Journal of Business Venturing*, Vol.15, No.5/6, pp. 411–532
- [22] Kuratko, DF, Hornsby, JS, & Naffziger, DW. (2004). An examination of owner’s goals in sustaining entrepreneurship. *Journal of Small Business Management*, 35(1), 24–33.
- [23] Kennedy, J., Denman, D. J., Renfrow, D. P., & Watson, D. B. (2003). Situational factors and entrepreneurial intentions. 16th Annual Conference of Small Enterprise Association of Australia and New Zealand, pp. 1-12.
- [24] Lee, S. H., & Wong, P. K. (2004). An exploratory study of technopreneurial intentions: a career anchor perspective. *Journal of Business Venturing*, 19, 7-28.
- [25] Naffziger, D. W., Hornsby J. S., & Kuratko D. F. (1994). A Proposed Research Model of Entrepreneurial Motivation. *Entrepreneurship Theory & Practice*, Spring, 29-42.
- [26] Nishantha, B. (2009). Influence of Personality Traits and Socio-demographic Background of Undergraduate Students on Motivation for Entrepreneurial Career: The Case of Sri Lanka. Euro Asia Management Studies Association (EAMSA) Conference held on 5th December 2008 at Doshisha Business School, Kyoto, Japan.
- [27] Scott, M. G., & Twomey D. F. (1988). The long-term Supply of Entrepreneurs: Students’ Career Aspirations in Relation to Entrepreneurship. *Journal of Small Business Management*, 26, 35-13.
- [28] Shariff, MNM, & Saud, MB. (2009). An attitude approach to the prediction of entrepreneurship on students at institution of higher learning in Malaysia. *International Journal of Business and Management*, 4(4), P129.
- [29] Xue, FT, Yoon, KT, & Liang, CL. (2011). Factors influencing entrepreneurial intention among university student. *International Journal of Social Sciences and Humanity Studies*, 3(1), 487–496.
- [30] Zhao, H, Seibert, SE, & Lumpkin, GT. (2010). The relationship of personality to entrepreneurial intentions and performance: a meta-analytic review. *Journal of Management*, 36, 381–404.

