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**Investigating Entrepreneurial Intention of Developing Economy Citizens: A PLS-SEM
Approach**

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Abstract

This study investigates the intention of graduate students towards entrepreneurial education in context of four factors (Risk-Taking Behavior, Innovativeness, Proactiveness, and Network ties) and their influence on an entrepreneurial intention. The objective is to explore that how people of a developing economy look towards the goal of becoming an entrepreneur instead of working for some organization. The developing economies are facing serious issues regarding lack of job opportunities, increasing inflation, and deteriorating economies conditions. Hence, it necessary to inspect people entrepreneurial intention. So that in upcoming times, it can be promoted. The universities are playing an important role for the higher education of students and the trend of entrepreneurship have been increasing day by day in the recent past years, this will create multiple job opportunities for the emerging talent. To dissect this, question this research was performed via data collection through structured questionnaires, in paper as well as Google survey forms, distributed to 200 respondents using Convenience sampling in different universities of Karachi. The data was analysed using PLS-SEM. We also use 5-point Likert scale Questioner for collection our primary data through online survey. Moreover, 2 paths are showing significant positive effect but 2 are showing insignificant positive effect that's why 2 hypotheses are rejected and 2 are accepted out of 4. Results show that the study has a few limits hypothetical model was inspected on the University Students in Pakistan just perhaps the understudies are living in different nations and they don't have any source to introduce their thoughts before different people groups. The future review will zero in on taking the information of different nations, besides this study has not many factors so the future analyst will add different factors like business thought, Competitive benefit etc. Thus, further endeavors should think about a few subjective strategies with triangulation through meetings or center gatherings to additionally comprehend and affirm the quantitative outcomes.

Keywords: *Risk-Taking Behaviour, Innovativeness, Entrepreneurship, University Students.*

Chapter 01

“INTRODUCTION”

1.1 Background of the study

Entrepreneurial intentions have influenced by such psycho-behavioral proactiveness characteristics of the person (innovation, perceived control, use for achievement, and risk perception), and to assess the impact of various types of education on these intentions in order to see if entrepreneurial education has a significant impact, At least two main paths are being pursued by entrepreneurs. The Hypothesis of Planned Behavior (TPB) was laid out by Ajzen, and the Model of Innovative Occasion "SEE-model Shapero's of Enterprising Occasion" was laid out by Shapero and Sokol. Individual attitudes toward conduct, subjective standards, and the illusion of behavioral control, according to Ajzen, might explain entrepreneurial ambitions. Shapero and Sokol, on the other hand, were more concerned with the sense of desire, the inclination to act, and the perception of feasibility.

Thus, several factors affect Entrepreneurial intentions among which Risk-taking behavior is one of them, Risk taking behavior is also affecting Entrepreneurial intentions, in entrepreneurship, risk-taking behavior implies devoting resources or taking on significant debt in order to gain substantial returns by focusing on market opportunities.

Lately, observational examinations on the effect of imaginativeness on innovative goal definitely stand out. Numerous analysts have found a genuinely critical connection among imaginativeness and innovative expectations. A mental fortitude to attempt an alternate item and the obligation to presenting another item or innovation are the two instances of imaginativeness. The idea, as per Schumpeter (1983), comprises of new blends of another item, another assembling technique, another market, and another wellspring of natural substance creation.

Proactiveness is a solid indicator of enterprising expectation. Crant (1996) tracked down an immediate and huge connection among reactiveness and pioneering expectation. Taking the initiative and predicting and chasing new chances is what proactiveness entails. The opposite of reactiveness is proactiveness, which involves doing whatever it may take to get things going (Bell 2019).

The importance of entrepreneurial intention in the entrepreneurial process can be improved (Qazi et al., 2021). Workshops/networking with experienced entrepreneurs and communication platforms with possible investors can promote the role of network linkages on start-up activity

among students. The relationship between networking and entrepreneurship has been studied extensively throughout the years. Networking is defined by several scientists as "the pattern of relationship created by direct ties between agents." According to Gelaidan and Abdullateef (2017), connection support from family and friends has a significant impact on entrepreneurial intention between many university students.

1.2 Problem statement

The investigations which investigated the **entrepreneurial intentions** of university understudies have been done in the created nations, for example, United States (**Baah-Boateng 2016**), and with regards to non-industrial nations, it is investigated in Africa, North Africa, (**Mohamedbhai 2015**) and so forth with regards to Pakistan few examinations directed on **entrepreneurial intentions**. The study claims that the proactive proactiveness has a favorable and substantial link with all categories of entrepreneurial objectives (general, high-growth, lifestyle) (Sidratulmunthah et al. 2018). Hardly there are no any other studies exists of all the variables together with **entrepreneurial intentions**.

After reading past papers, we had found 68.3% variance in **entrepreneurial intentions** and 31.7 percent found in **Pakistan**. Research model predicts 68.3 percent variance in users' Behavioral intentions, which is larger than the 17 to 53 percent variance anticipated by previous models (**Salam & Javeria, 2020**). In immature countries there is likewise extremely restricted exploration on **entrepreneurial intentions** (**Mohamedbhai 2015**).

This study expects to contribute the enterprising expectations of college understudies in Pakistan. In previous study we had found **Risk taking** isn't a good indicator of **entrepreneurial intentions** we also found a similar study that checked out the effect of hazard taking propensity on business expectations and start-up conduct it's projected that understudies who pick a significant degree of hazard would have more pioneering desires.

1.3 Research objective

The reason for our review is to track down the effect of; hazard taking, creativity, responsiveness, network ties, on enterprising expectations among college understudies.

1.4 Research question

What is the effect of hazard taking, ingenuity, responsiveness, and organization ties on the enterprising expectations among college understudies?

1.5 Significance of the study

This study will highly beneficial for the other researcher's in future for achieving more better results in their research, our research will also helpful to for policy makers and education departments or institutions to improve their policies, syllabus and entrepreneurial education in the future to boosting students' entrepreneurial intentions.

1.6 Limitations and Delimitations

Our first limitation is sample size as we have collected data from 200 respondents our second limitation is variables as we have limited variables there are multiple more variables our third limitation is related to sector as we have collected data from university students and our fourth limitation is city as we have collected data in Karachi city there are more cities to collect data for better results.

1.7 Organization of the study

This report is consisting of 5 sections. Such as Introduction, Literature review, Methodology, Data Analysis and Conclusion.

Chapter 02

“Literature Review”

2.1 Theoretical background

2.1.1 The action theory of entrepreneurship

In this research “The action theory of entrepreneurship” is used. The action theory perspective by (Frese, 2009) it is based on the discovery and creative processes of entrepreneurs, it is viewed to reflect and engage with their experience, which can be assessed to conceptualize their activities as they evolve and establish their sustainability. -business venture for innovation. It shows how objectives, action plans, action knowledge, and self-efficacy the idea discusses how a person's psychology affects their ability to perform actively. Entrepreneurship's psychological approach is to find unique mental profiles that different business visionaries from non-business people. Shape a person's pioneering expectations (Fayolle and Lián 2013).

Self-viability, need for achievement, and enterprising direction are the major proactiveness components of business venture, as indicated by Frese and Gielnik (2014), who utilized a mental way to deal with business venture improvement. According to Frese (2009) these psychological aspects lead to chance to involve, resulting in the creation of the Action Theory of Entrepreneurship.

2.2 Hypothesis Development

2.2.1 Risk-taking behavior

In entrepreneurship, risk-taking behavior implies devoting resources or taking on significant debt in order to gain substantial returns by relying on market possibilities (**Lumpkin and Dess 1996**) in a similar study, **Mahmood et al. (2019)** utilize the Theory of Planned Behavior to explore the effect of hazard taking propensity on pioneering goals and starting practices. The specialists introduced no confirmation that hazard taking conduct influences pioneering mentality. **Dinis et al. (2013)** found that an individual's ability to acknowledge a gamble adversely affects their innovative expectations. **Gurel et al. (2010)** found that hazard taking proclivity is connected to enterprising goals in a positive and huge manner.

H1: Risk taking has a significant impact on the entrepreneurial intentions.

2.2.2 Innovativeness

The readiness to test another item and the commitment to offer another item or innovation are the two instances of ingenuity. Wathanakom et al. (2020) found that among college understudies, ingenuity is the most grounded indicator of enterprising objectives. According to these research, students' entrepreneurial inclinations are predicted by their innovativeness. Numerous scientists have found a genuinely critical connection among imaginativeness and enterprising tendencies (Syed et al. 2020). Researchers discovered that entrepreneurial ambition is favorably associated to innovativeness (Nasip et al., 2017). Innovativeness was discovered to be a proactiveness attribute that influences Chinese secondary school students' entrepreneurial goals (Xu et al., 2016)

H2: Innovativeness has a significant impact on entrepreneurial intentions.

2.2.3 Proactiveness

Stepping up to the plate and anticipating and pursuing new open doors is what reactivity suggests (Lumpkin and Dess 1996), The absolute opposite of sensitivity is reactivity, which includes doing whatever it may take to get things going (Bell 2019). As per Prabhu et al. (2012), a proactive reactivity has an ideal and significant connection with enterprising expectations of any sort stages (widespread, expanded, and ways of life). As per Hu et al. (2018) and Ferreira et al. (2016), proactive reactivity has no impact on enterprising aim. It really is projected that students who are proactive are much more probable to have plans to start their own business.

H3: Proactiveness has a significant impact on the entrepreneurial intentions.

2.2.4 Network ties

Networks are playing a vital role in entrepreneurship (Hoang and Antoncic 2003). As a resource, networking aids underprivileged individuals and promotes competitiveness (Johannis-son 2009). Networking is defined by Hoang and Antoncic (2003) as "the pattern of interaction created by direct linkages between players. Networking with professional entrepreneurs and communication platforms for interested parties can enhance the role of network connections on beginning activity between students (Morris et al., 2017).

H4: Network ties has a significant impact on entrepreneurial intentions.

2.3 Empirical Studies

Entrepreneurial Intentions has been used as the dependent variable and Risk Taking, Innovativeness, Proactiveness, Network Ties are used as the independent variables.

1. Acheampong, George (2017) examine Pioneering direction and industry decision of Ghanaian business people, Entrepreneurial Intentions has been utilized as the reliant variable and Risk Taking, Innovativeness, Reactiveness, Network Ties are utilized as the free factors. The information was gathered from 560 respondents having a place from Ghana underlying condition demonstrating (SEM) method have been utilized to break down the relationship. Results shows that business people with high gamble taking limits are bound to go into the assembling area while creative people are bound to go into the administrations area it has been recommended that Management would have the option to distinguish which of the indicators to zero in on to expand EO.
2. Kamaruddin, ahmad and hamid (2020) examines an empirical study analyzing Entrepreneurial Intentions post covid-19. Entrepreneurial Intentions has been used as the dependent variable and Risk Taking, Innovativeness, Proactiveness, Network Ties are utilized as the free factors. The information was gathered from 1445 last year understudies in Malaysia. Methodical examining strategy has been utilized to break down this relationship. We determine positively significant relation of Entrepreneurial Intentions with risk taking and innovativeness. It has been suggested that during covid-19 getting jobs were really difficult and the graduates who were getting the jobs were really skilled and have different skills to solve problems of firms in these difficult times.
3. Dolce, Emanuel, Cisi and Ghislieri (2019) examined the soft skills of accounting graduates: perception versus expectations. Entrepreneurial Intentions has been used as the dependent variable and Risk Taking, Innovativeness, Reactiveness, Network Ties are utilized as the free factors. The example information was accumulated from 251 Italian alumni and 74 Italian business entities. Efficient examining strategy has been utilized to break down this relationship. We determine negatively insignificant relation of Entrepreneurial Intentions with Innovativeness. It has been suggested that the importance of such skills are needed in financing firms.

4. Kerry, Bullough, Shibli and Wilson (2017) analyzed the effect of commitment in sport on graduate employability. The review utilized Risk taking as autonomous variable and Entrepreneurial Intentions as reliant variable. The sample data was gathered from 112 employers and 13 university senior executives as part of mixed method approach. To evaluate the data structural equation modeling technique was used. The result showed a positive and significant relation of Risk taking on overall Entrepreneurial Intentions. It is recommended that Risk Taking is really needed in era of sport for graduates to be hired.
5. Rasula, Rauf , Mansor , Yasin and Mahamod (2013) examined the Entrepreneurial Intentions for manufacturing industry. The study used Network Ties and Proactiveness as independent variable and Entrepreneurial Intentions as dependent variable. The sample data was gathered from 107 employers through questionnaires. To evaluate the data systematic sampling technique was used. The result showed a positive and significant relation of Network ties and Proactiveness on overall Entrepreneurial Intentions. It is suggested that Network Ties and Proactiveness from useful information in daily activities. Employees must be cooperative and participative to work better for a firm.
6. Trish, Clokie and Fourie (2016) examined Entrepreneurial Intentions and Communication Competence: Are Undergraduates Taught Relevant Skills. The study used Innovativeness and Risk Taking as independent variable and Entrepreneurial Intentions as dependent variable. The example information was accumulated through an internet based study which was shipped off supervisors of 40 associations and 30 reactions were gotten for examination. Deliberate testing procedure has been utilized to examine this relationship. We determine a positive and significant relation of Innovativeness and Risk taking on Entrepreneurial Intentions. It is recommended that facilitator must include Innovativeness courses to enhance motivation and innovativeness qualities in students.
7. Bhanugopan and Fish (2009) examined Achieving Entrepreneurial Intentions through agreement in the South Pacific island country. The review involved Risk Taking as free factor and Entrepreneurial Intentions as reliant variable. The sample data was gathered through 400 questionnaires was delivered to the human resource department of the organization and only 200 responses were gathered. Precise testing method has been utilized to examine this relationship. The outcome showed a positive and critical connection of hazard taking on

Entrepreneurial Intentions. It is suggested those understudies who are joining employment for the first time might need to be more realistic to learn these skills.

8. Mutairi, Naser and Saeid (2014) examined Factors Impact Business Graduates Employability. The study used Innovativeness as independent variable and Entrepreneurial Intentions as dependent variable. The sample data was gathered through 400 questionnaires was distributed to employers and academicians. Employers are represented by banks and company's managers. Efficient inspecting procedure has been utilized to examine this relationship. The outcome showed a positive and significant relation of Innovativeness on Entrepreneurial Intentions. It was also recommended that they must focus on other variables as well such as innovativeness skills to enhance recruitment of business graduate.
9. Roslan, Hamid, Ijab, and Bukhari (2019) analyzed Entrepreneurship Learning Model in Higher Education utilizing Social Network Analysis. The review involved reactiveness as free factor and Entrepreneurial Intentions as reliant variable. The sample data was gathered through a social media app namely, twitter from 350 respondents. Systematic sampling technique has been used to analyze this relationship. The outcome showed a positive and significant relation of reactiveness on Entrepreneurial Intentions. It is suggested that social entrepreneurship courses will allow students to learn new skills and try to involve something new and skill based.
10. Sehgal and Nasim (2017) analyzed absolute interpretive underlying demonstrating of indicators for Entrepreneurial Intentions for the data innovation area. The review utilized Risk taking as free factor and Entrepreneurial Intentions as reliant variable. The example information was accumulated through 500 area master respondents. Precise testing method has been utilized to dissect this relationship. The outcome showed a positive and huge connection of reactiveness on Entrepreneurial Intentions. It was additionally suggested that the current review features the significance of work-based learning for graduates in IT area. It very well may be recognized from the writing that a large number of the employability abilities that are requested by managers must be learned through commonsense openness like temporary jobs, genuine ventures and work positions.

11. Succi and Canovi (2019) analyzed Soft abilities to upgrade graduate employability: looking at understudies and bosses' discernments. The review utilized gamble taking as autonomous variable and Entrepreneurial Intentions as reliant variable. The example information was accumulated through internet based poll from 250 respondents. Systematic inspecting strategy has been utilized to examine this relationship. The outcome showed a positive and critical connection of hazard taking on Entrepreneurial Intentions. It was suggested that 86% of respondents show an expanded accentuation on delicate abilities throughout the last 5-10 years and that organizations consider delicate abilities more significant than understudies/graduates.
12. Poropat (2011) analyzed the job of citizenship execution in scholarly accomplishment and graduate employability. The review involved ingenuity as autonomous variable and Entrepreneurial Intentions as reliant variable. The example information was accumulated through 350 understudies who got done with their tasks. Precise inspecting procedure has been utilized to investigate this relationship. The outcome showed a positive and insignificant relation of Innovativeness on Entrepreneurial Intentions. It was recommended to educational researchers and university teachers to pay more attention to multi factors of Innovativeness.
13. Pinto and Ramalheira (2017) examined seen employability of business graduates; the impact of reactiveness. The review involved reactiveness as free factor and Entrepreneurial Intentions as reliant variable. The example information was accumulated through internet based poll from 460 respondents. Orderly testing strategy has been utilized to dissect this relationship. The outcome showed a positive and critical connection of reactiveness on Entrepreneurial Intentions. It is proposed that reactiveness joined with the cooperation in extracurricular exercises can be a significant way to deal with accomplishing peculiarity.
14. Shah, Pell and Brooke (2004) examined beyond first destinations. The study used Risk Taking as independent variable and Entrepreneurial Intentions as dependent variable. The sample data was gathered through 204 online questionnaires. Methodical testing strategy has been utilized to investigate this relationship. The outcome showed a positive and significant relation of Risk Taking on Entrepreneurial Intentions. It was recommended that number of abilities were additionally recognized as likely regions for development. The hugest for the two disciplines were overseeing individuals and data innovation, and most of the leftover abilities were considered to require some degree of regard for foster them further inside the degree program.

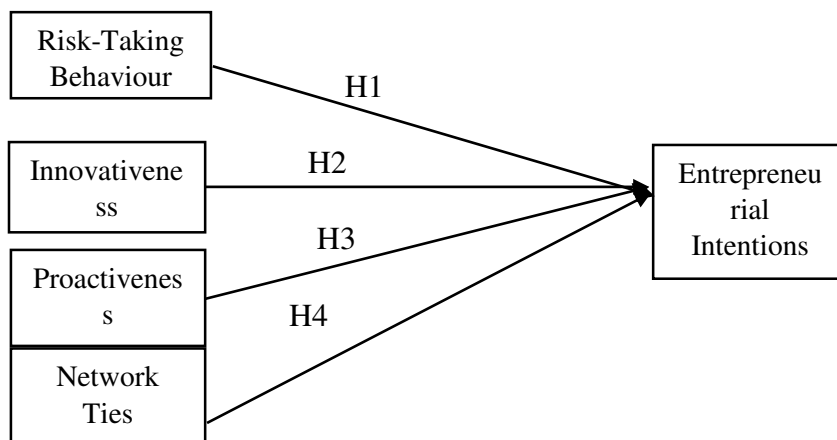
15. Jayasingam, Fujiwara and Thurasamy (2016) examined I'm skilled so I can be selective; fastidiousness and its suggestion on graduate employability. The review involved Innovativeness as autonomous variable and Entrepreneurial Intentions as reliant variable. The sample data was gathered through 244 online questionnaires. Systematic sampling procedure has been utilized to dissect this relationship. The outcome showed a positive and significant relation of Innovativeness on Entrepreneurial Intentions. It is proposed that the people who have high skills such as Innovativeness are perceived to be more employable compared to those who lack such competencies.
16. Saad, Robani, Jano and Majid (2013) examined boss' insight on designing, data and correspondence innovation (ICT) understudy's employability abilities. The study used Proactiveness as independent variable and Entrepreneurial Intentions as dependent variable. The sample data was gathered through 200 online questionnaires. Systematic sampling procedure has been utilized to dissect this relationship. The outcome showed a positive and significant relation of Proactiveness on Entrepreneurial Intentions. It is suggested that universities will be unable to execute every one of the progressions right away, yet ought to have the option to change continuously, along these lines, guaranteeing that their alumni are applicable to the necessities of industry.
17. Pool and Qualter (2013) analyzed Emotional self-adequacy, graduate employability, and vocation fulfillment: Testing the affiliations. The study used risk taking as independent variable and Entrepreneurial Intentions as dependent variable. The sample data was gathered through 300 online questionnaires. Systematic sampling procedure has been utilized to dissect this relationship. The outcome showed a positive and significant relation of risk taking on Entrepreneurial Intentions. It is suggested that it ought to likewise upgrade graduate employability; guaranteeing graduates have a more prominent possibility getting and holding occupations in which they can encounter fulfillment and achievement.
18. Tholen (2014) analyzed Entrepreneurial Intentions and instructive setting: a correlation between Great Britain and the Netherlands. The study used risk taking as independent variable and Entrepreneurial Intentions as dependent variable. The sample data was gathered through 150 online questionnaires. Systematic sampling procedure has been utilized to dissect this relationship. The outcome showed a positive and significant relation of risk taking on Entrepreneurial Intentions. It was also recommended that furnishing understudies with the

instruments to settle on better informed decisions about college courses could positively be useful for some understudies; yet it isn't probably going to change understudies' employability systems.

19. Ngoma and Ntale (2016) analyzed Psychological capital, vocation personality and Entrepreneurial Intentions in Uganda: the interceding job of social capital. The study used proactiveness as independent variable and Entrepreneurial Intentions as dependent variable. The sample data was gathered through 520 online questionnaires. Systematic sampling procedure has been utilized to dissect this relationship. The outcome showed a positive and significant relation of proactiveness on Entrepreneurial Intentions. It was also recommended that it is the social associations that assist people with building their vocations through guidance, tutoring, learning and conceptualizing in a group environment.
20. Hinchliffe and Jolly (2011) examined Graduate identity and employability. The study used risk taking as independent variable and Entrepreneurial Intentions as dependent variable. The sample data was gathered through 400 online questionnaires. Systematic sampling procedure has been utilized to dissect this relationship. The outcome showed a positive and significant relation of risk taking on Entrepreneurial Intentions. It was suggested that the stage of graduate identity has to be negotiated first.
21. Tomlinson (2017) inspected Forms of Graduate Capital and their Relationship to Graduate Employability. The study used proactiveness as independent variable and Entrepreneurial Intentions as dependent variable. The sample data was gathered through 200 online questionnaires. Systematic sampling procedure has been utilized to dissect this relationship. The outcome showed a positive and significant relation of reactivity on Entrepreneurial Intentions. It was suggested that they can illuminate an alumni's close relations to the gig market and shape how they and others see their true capacity and extension.
22. Clarke (2017) examined Building employability through graduate development programs. The study used innovativeness and risk taking as independent variable and Entrepreneurial Intentions as dependent variable. The sample data was gathered through 350 online questionnaires. Systematic sampling procedure has been utilized to dissect this relationship. The outcome showed a positive and insignificant relation of innovativeness and risk taking on Entrepreneurial Intentions. It was also recommended that there is an expectation that they will have the potential to become future leaders and managers.

23. Poon (2012) analyzed Real bequest graduates' employability abilities: The point of view of human asset chiefs of reviewing firms. The study used innovativeness as independent variable and Entrepreneurial Intentions as dependent variable. The sample data was gathered through 450 online questionnaires. Systematic sampling procedure has been utilized to dissect this relationship. The outcome showed a positive and significant relation of innovativeness on Entrepreneurial Intentions. It was suggested that they are expecting to get the right harmony between specialized information and delicate abilities to ensure understudies are more employable.
24. Finch, Peacock, Levallet and foster (2015) inspected a powerful capacities perspective on employability: Exploring the drivers of upper hand for college graduates. The study used proactiveness as independent variable and Entrepreneurial Intentions as dependent variable. The sample data was gathered through online questionnaires from 250 respondents. Systematic sampling procedure has been utilized to dissect this relationship. The outcome showed a positive and significant relation of proactiveness on Entrepreneurial Intentions. It has been suggested that college graduates can be cutthroat during the enrollment and choice cycle is justified.

2.4 Conceptual model



Chapter 03

“Methodology”

3.1 Research Purpose:

There are 3 kinds of researches commonly used **one** is “**Exploratory**” **research** in this research researcher find a new idea to do research, **2nd** is **descriptive research** in this research researcher used to describe the characteristics of a population. In our Study we used **explanatory research purpose** in explanatory research we evaluate and identifies the problem that was not done previously in detailed (Ahmed et al., 2021; Qazi et al., 2021).

3.2 Research Approach:

There are three types of research approach **Quantitative research, Qualitative research, and Pragmatic approach**. In our study we had used **quantitative research approach**, in this approach data is collected in numerical form so the results are developed from the collected data by **developing research hypothesis**. It comes up with the basic interrelation between the empirical observation and mathematical expression of quantitative relationship

3.3 Research Design:

The research design used in our paper is correlation design. This plan assists with deciding the relationship and connection between the examinations factors that if there is any relationship present in between the variables and how it affects the dependent variable. Hypothesis are made through correlation research (Ali & Raza, 2017). The basic purpose of correlation research is to find out three circumstances that is: Positive, negative and no relationship (Qureshi et al., 2021).

3.4. Sampling Technique:

In this study, the **convenience sampling-technique** is used (Raza & Khan,2021). **Convenience sampling technique** includes the sample that is being drawn from the population that is easiest to access these sampling techniques are easy to conduct as compared to other techniques (Raza et al., 2020).

3.5 Target Population

Target audience for this study is university students of Karachi, Sindh.

3.6 Sample Size

Sample size for this research purpose is 200 university students.

3.7. Statistical Technique

PLS-SEM is used in this study to perform statistical tasks as it is useful because it could be used to assess the validity and reliability

3.8. Questionnaire and Measurement Instrument:

Data of the research is collected through the questionnaire. Response's is marked on a 5-point Likert scale from strongly disagree "1" to strongly agree "5". It started with demographics, such as age, field of education, gender, and institute.

3.9 Ethical Consideration:

The data which we collect did not harm the respondents and participants in anyway as the data is only collected for the requirement of fulfillment of the research objective. Each and every participant is provided all the information about the research and they take part as the volunteers and they did not deceive and coerced (Raza et al., 2020). The research data and personal information is protected and confidential and will not circulate anywhere A member has been given the freedoms to pull out from the exploration cycle whenever. Every one of the tricky practices are kept away from in the exploration.

3.10 Demographics:

In this table there are **Gender section** consist of 61% males and 39 % females. **Age section** consist (18% 20 or less), (73% 21-20), (5% 31-40) and (3% are more than 41). **Education Section** consist 57% are Undergraduate, 34 % are Graduated, 2% are Post Graduate and 7% are Others. **Experience section** consist 42% are Less than 1-year experience, 32% are 1 year – 2 years and 25% peoples are more than 25% experienced.

Gender:		
Male	80	61%
Female	71	39%
Age:		
20 or less	27	18%
21-30	111	73%

31-40	8	5%
More than 41	5	3%
Education:		
Undergraduate	86	57%
Graduated	51	34%
Post Graduate	5	2%
Other	9	7%
Experience:		
Less than 1- year	64	42%
1 year – 2 years	47	32%
More than 2-year	40	25%

Table 1 Demographics.

Chapter 4

“Data Analysis”

4.1. Measurement model

The **PLS-SEM** is used to estimate structural model, **PLS-SEM** to check validity and reliability of the items between them. PLS-smart is used worldwide and is recognized by many well-known authors for predicting results for the Individual Item Reliability, Construct Reliability, Discriminant validity and Convergent Validity.

As you can see in **Table 2** variable of the Cronbach's Alpha and the Composite Reliability are higher than 0.7 it fulfills the criteria of Straub (1989). The reliability of all the individual variables are greater or higher than 0.7 it means that it's accordance to the criteria which was given by Churchill (1979). He said that loading 0.7 or higher will be acceptable and loading less than 0.4 will be eliminated. The instrument's reliability is confirmed by a loading over 0.7 (Raza et al., 2017).

Convergent validity is evaluated with the help of (AVE) and all of the variables have a minimum Value of 0.50 they all meets the criteria of benchmark which was proposed by the Fornell and Lacker (1981) Raza and Hanif (2013).

Table 2 Measurement model results.

Constructs	Items	Loadings	Cronbach's α	Composite reliability	Average Variance extracted
EI	EI1	0.864	0.931	0.946	0.744
	EI2	0.912			
	EI3	0.886			
	EI4	0.841			
	EI5	0.804			
	EI6	0.864			
INNOV	INNOV1	0.862	0.897	0.928	0.764
	INNOV2	0.886			
	INNOV3	0.877			
	INNOV4	0.871			
NT	NT1	0.756	0.889	0.915	0.644

	NT2	0.842			
	NT3	0.796			
	NT4	0.827			
	NT5	0.838			
	NT6	0.751			
PROACT	PROACT1	0.882	0.898	0.936	0.830
	PROACT2	0.913			
	PROACT3	0.938			
RT	RT1	0.845	0.861	0.916	0.783
	RT2	0.919			
	RT3	0.889			

Where EI is Entrepreneurial Intentions; INNOV is Innovativeness, NT is Network Ties, PROACT is Proactiveness; RT is Risk Taking

Cross loading analysis and AVE were used to test discriminant validity following convergent validity. The square root of AVE in diagonal form is shown in **Table 3**. It meets the Fornell and Larcker criteria (1981). The AVE should be greater than the correlation of the variables.

As Seen in **Table 4** Individual construct items are loaded higher in their respective constructs than in the other constructs, and the cross-loading difference is likewise larger than the suggested 0.1 difference Gefen and Straub (2005) Raza and Khan (2021). This explains the adequacy of discriminant validity.

Table 3

Summary statistics.

	EI	INNOV	NT	PROACT	RT
EI	0.863				
INNOV	0.627	0.874			
NT	0.594	0.562	0.802		
PROACT	0.598	0.519	0.538	0.911	
RT	0.546	0.551	0.422	0.506	0.885

Table 4*Loadings and cross loadings.*

	EI	INNOV	NT	PROACT	RT
EI1	0.864	0.521	0.523	0.582	0.557
EI2	0.912	0.595	0.534	0.563	0.580
EI3	0.886	0.531	0.501	0.565	0.490
EI4	0.841	0.463	0.489	0.525	0.324
EI5	0.804	0.505	0.526	0.545	0.370
EI6	0.864	0.504	0.499	0.508	0.457
INNOV1	0.562	0.862	0.488	0.503	0.468
INNOV2	0.570	0.886	0.538	0.530	0.422
INNOV3	0.536	0.877	0.481	0.553	0.505
INNOV4	0.520	0.871	0.453	0.528	0.429
NT1	0.524	0.506	0.756	0.550	0.310
NT2	0.460	0.448	0.842	0.495	0.299
NT3	0.373	0.389	0.796	0.486	0.255
NT4	0.531	0.494	0.827	0.535	0.406
NT5	0.485	0.445	0.838	0.416	0.359
NT6	0.499	0.394	0.751	0.461	0.359
PROACT1	0.514	0.540	0.534	0.882	0.401
PROACT2	0.565	0.574	0.545	0.913	0.518
PROACT3	0.538	0.471	0.560	0.938	0.568
RT1	0.484	0.460	0.328	0.510	0.845
RT2	0.486	0.531	0.399	0.547	0.919
RT3	0.524	0.510	0.392	0.550	0.889

Table 5*Heterotrait-monotrait ratio*

	EI	INNOV	NT	PROACT	RT
EI					
INNOV	0.680				
NT	0.645	0.621			
PROACT	0.758	0.801	0.707		
RT	0.600	0.626	0.475	0.691	

Heterotrait-monotrait ratio (HTMT) results.

Table 5 shows the appearance that the relations' heterotrait-monotrait proportion (HTMT) uncovers that the HTMT models are not generally more than 0.85 (Henseler et al., 2015; Raza et al., 2021).

4.2 Structural model

The **PLS-SEM algorithm** is used to estimate the structural model, **PLS-SEM** to check the validity and reliability of the items between them. (Ringle, Sarstedt et al. 2014) explained that PLS-smart software is used worldwide and is recognized by many well-known authors for predicting results. What's more the result is displayed in Table 6. Every way in a table addresses a speculation that is tried in view of the factors' greatness, sign, and measurable importance. The (or coefficient values) depict the power with which autonomous factors influence the reliant variable in a normalized relapse weight (SRW). The more noteworthy the coefficient esteem, the more prominent the impact of the free factor on the reliant variable. The meaning of the not set in stone by the p-values, which should be under 0.1 to be viewed as critical. The outcomes are displayed in Table 6, All the factors (**H2 “NT”, H3 “PROACT”**) are accepted except (**H1 “INNOV”, H4 “RT”**) are rejected because they are creating an insignificant positive effect on “**EI**” Thus (**H2, H3**) are accepted.

Table-6 Standardized regression weights for the research model.

Hypothesis	Regression Path	Effect type	SRW	P-value	Remarks
H1	INNOV -> EI	Direct effect	0.178	0.112	Not Supported
H2	NT -> EI	Direct effect	0.210	0.047	Supported
H3	PROACT-> EI	Direct effect	0.346	0.002	Supported
H4	RT-> EI	Direct effect	0.150	0.182	Not Supported

Notes: SRW $\frac{1}{4}$ Standardized regression weight. *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$.

4.3. Discussion of the results

The study's primary aims are validated by the findings. The findings demonstrate that the measurement and structural model are accurate, and they support up two hypotheses out of the 4 hypotheses.

INNOV “H1” is showing the **insignificant and positive** effect ($p > 0.1$, $b = 0.178$) according to previous studies which is supporting this hypothesis and relationship Syed et al. 2020; Law and Breznik 2017; Ozaralli and Riven burgh 2016; Dinis et al. 2013; Wagner 2011; Gurel et al. 2010) have found that imaginativeness has a genuinely critical relationship with innovative aims. Xu and associates (2016).

T “H2” is creating significant and positive effect ($p < 0.1$ and $b = 0.210$) the result is supporting by the past studies of Gurel et al. (2010), having an entrepreneurial family lead to entrepreneurial inclinations. A successful entrepreneurial family, according to Ozaralli and Rivenburgh (2016), is a predictor of students' entrepreneurial inclinations. Pérez-Macas et al. (2019) discovered that network ties influence entrepreneurial intentions in a student sample.

PROACT “H3” is creating significant and positive effect ($p < 0.1$ and $b = 0.346$) the result is supporting by the past studies of Acheampong (2017), proactive people take the initiative and lead others in the marketplace by seizing possibilities. According to Koe (2016), proactiveness is a better predictor of entrepreneurial intent than innovativeness.

RT “H4” is showing the **insignificant and positive** effect ($p > 0.1$, $b = 0.150$) according to previous studies which is supporting this hypothesis and relationship includes **Risk-taking** is positively connected to entrepreneurial goals among undergraduate students, according to Nasip et al. (2017). However, according to Koe's (2016) research, risk-taking behavior does not indicate entrepreneurial inclinations. In a similar study, Mahmood et al. (2019) use the Theory of Planned Behavior to investigate the impact of risk-taking propensity on entrepreneurial goals and start-up behavior.

Chapter 5

“Conclusion”

5.1 Conclusion

We use **Quantitative approach** in this study for developing hypothesis and theories and also, we use correlation method for finding the relationship between variables, we also use convenience sampling method in this research our total sample size is **200 respondents** they all were University students and undergraduates, our research technique is **PLS-SEM** it allows us to analyze the relationship, The **PLS-SEM** was use or applied on a sample size of **200 respondents**. We also use **5-point Likert scale Questioner** for collection our primary data through online survey. Moreover, 2 paths are showing **significant positive** effect but 2 are showing insignificant positive effect that's why **2 hypotheses** are rejected and **2** are accepted out of **4**.

5.2 Managerial implications / Recommendations

This study is focusing on Innovativeness, Network Ties, Risk Taking and Proactiveness. This study is directed to look at the elements that influence the innovative goals of college understudies in Pakistan. This Study will help the colleges, Organizations and Entrepreneurs'. The outcomes are showing positive of innovative goals of college understudies in Pakistan. Associations to perceive the job of these variables and assist them with creating the proper procedures that improve the entrepreneurial intentions in Pakistani institution, Collages, Universities and etc.

From the Company/Organizations point of view they can encourage their employees who are studying in universities to facilitate them by giving them chance to present their business ideas.

From the Universities point of view, they can offer business opportunities to students they can present their best idea then universities will give them chance to present their idea in from of the other students for encouragement and business funds.

5.3 Future Recommendations

This study has a few limits hypothetical model was inspected on the University Students in Pakistan just perhaps the understudies are living in different nations and they don't have any source to introduce their thoughts before different people groups The future review will zero in on taking the information of different nations, besides this study has not many factors so the future analyst will add different factors like business thought, Competitive benefit Thus, further endeavors should think about a few subjective strategies with triangulation through meetings or center

gatherings to additionally comprehend and affirm the quantitative outcomes. Thus, it tends to be done from various more factors and another constraint are the example size in this examination the more the example size bigger the more we can obtain exact outcomes.

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