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Title : AGRIBUSINESS ENTREPRENEURIAL INTENTION: THE ROLES OF PSYCHOLOGICAL TRAITS, SITUATIONAL FACTORS, PERCEIVED BEHAVIOUR CONTROL AND ENTREPRENEURIAL EDUCATION

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Agribusiness is one of the important elements in a country's economic development. Economists agree that agribusiness is one of the contributors to the country's growth and provides employment opportunities. Various programmes have been introduced by the Malaysian government for developing entrepreneurs among university graduates. However, the rate of involvement by graduates is still below the target. Moreover, there are limited studies on agribusiness entrepreneurial intention among university graduates. Therefore, studies on agribusiness entrepreneurial intention among university graduates are essential to formulate better action plans. The objective of this study is to understand the influence of psychological traits, situational factors, perceive behaviour control and entrepreneurial education on agribusiness entrepreneurial intention amongst university graduates. An integrative framework was developed to explore and understand the predicting factors on agribusiness entrepreneurial intention among university graduates comprising psychological traits, perceived situational factors and perceived behavioural control. Entrepreneurial education was used as a moderating variable between studied variables. A

total of 316 responses were used for the purpose of this study. Stratified random sampling design and PLS-SEM for data analysis were applied in this research. The results showed that risk taking, innovativeness, perceived social status, job security and perceived behavioural control played crucial roles in encouraging graduates to choose agribusiness entrepreneur as a career option. Unfortunately, perceived social status and self-determination had no significant impact towards agribusiness entrepreneurial intention. As the moderator, entrepreneurial education was found to provide some evidence to act as a catalyst in strengthening the relationship between innovativeness, perceived behavioural control and agribusiness entrepreneurial intention. The findings of this study would support an idea and new direction for policy makers to plan, strategize and implement the future development of entrepreneurial programs which can persuade and stimulate graduates on the advantages of being agribusiness entrepreneurs.