

**UNIVERSITI TEKNOLOGI MARA**

**DETERMINANTS OF  
TECHNOPRENEURIAL  
BEHAVIOUR AMONG UNIVERSITY  
STUDENTS: THE MEDIATING  
EFFECTS OF  
TECHNOPRENEURIAL INTENTION  
AND THE MODERATING EFFECT  
OF ATTITUDES**

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## ABSTRACT

Technopreneurship is the combination of technology and entrepreneurship. Technopreneur is a tech-savvy business owner that has to employ technology throughout the business operations. In the era of technological globalization, technopreneurship has become prominent as it has the potential to develop economic growth; however, it has been reported that entrepreneurial behaviour and attitudes among Malaysians are relatively low. It indicates that there is more space for instilling technopreneurship among young generations. Hence, the study of technopreneurial behaviour among students is very important as they are the future generation involved in the development of the country. Although the government acknowledges the importance of technopreneurial and has put much endeavour in producing a number of technopreneurs among graduates, the number of technology-based business startups among students is significantly low. Technopreneurial studies have been conducted by a few researchers, but to date, only very limited studies are found on technopreneurial especially in Malaysia. Therefore, the main objective of this study is to determine technopreneurial behaviour among university students, the role of technopreneurial intention as a mediator between independent variables of subjective norms, perceived behavioural control and technopreneurial education towards technopreneurial behaviour, and the moderating effect of attitude between technopreneurial intention and technopreneurial behaviour. Hence, this study proposes a technopreneurial behaviour framework underpinned by the Theory Planned Behaviour (TPB). The survey was carried out using a self-administrative questionnaire among public university students, particularly UiTM with 373 respondents through purposive sampling technique. This study employed SPSS version 29.0 for data screening and profiling and PLS-SEM technique through SmartPLS version 4.0 to analyse the data. The results revealed that subjective norms and perceived behavioural control are significantly positive towards technopreneurial intention, while technopreneurial education has no relationship towards technopreneurial intention. Technopreneurial intention also has a positive relationship towards technopreneurial behaviour. For moderating effect, attitude moderates the relationship between technopreneurial intention and technopreneurial behaviour, while for mediating effects, subjective norms and perceived behavioural control have positive relationship towards technopreneurial behaviour as mediated by technopreneurial intention. However, there is no mediation effect of technopreneurial intention between technopreneurial education and technopreneurial behaviour. The discussion of this study contributes to the body of knowledge to further enlighten technopreneurial behaviour as reflected by attitudes, subjective norms, perceived behavioural control and technopreneurial education, with technopreneurial intention as the mediator.

**Keywords:** Technopreneurial behaviour, Theory of Planned Behaviour, subjective norms, perceived behavioral control, technopreneurial education, technopreneurial intention, attitudes

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# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

The first chapter consists of research background and knowledge gap in the technopreneurial behaviour. Furthermore, this chapter also highlights the industry background and problem statement. Additionally, this chapter explains the importance of this study, research gaps research questions, and research objectives. Then, it touches on the scope of study. Next, the significance of research is presented to give an overview on the implications of this study to the industry, the body of knowledge and the researcher. Lastly, the definition of terms summarizes the definition of terms used for this study and this chapter ends with the organization of the thesis.

### 1.2 Research Background

Embracing the era of technological globalization in the 21st century, technopreneurship has become prominent and progressively vital in today's fast-changing global economy as it has the potential to create innovative business ventures. Technopreneurship is a word from the combination of technology and entrepreneurship that describes entrepreneurs who are at the helm of technology-based business. Since 1968, the role of technopreneurship has been discussed by Howard W. Johnson in terms of its importance to cultivating entrepreneurship with technology among universities. After the internet was born in 1983, technopreneurship has opened more technology-based business opportunities until the 21st century, when the world is shifting from traditional business towards high-technology business. This is due to the role of technopreneurship as a catalyst for sustainable development that is able to develop solutions upon global changing climate and resource depletion (Hockerts & Wüstenhagen, 2010); hence, its role is not only economically but also contributes socially and ecologically.

In the context of Malaysia, cultivating technopreneurial behaviour among university students is very important for bringing in innovation, economic progress, and