

**THE ANTECEDENTS OF SOCIAL ENTREPRENEURSHIP INTENTION**

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## **ABSTRACT**

Young generation interest in social entrepreneurship is increasing as researchers realise that entrepreneurship has not only an economic component but also a social component. Moreover, social entrepreneurship has direct relevance for other countries but it is still new in Malaysia. In this study, several key variables are proposed as important antecedents to social entrepreneurship intentions. Based on a survey of 366 respondents, the results reveal that five factors account for the greatest amount of variance towards explaining intentions. These were moral obligation, self-efficacy, social support, prior experience and empathy. The methods that researcher used were one-way ANOVA and factor analysis. The results showed that the factor that influence social entrepreneurship intention is prior experience. This factor might be the main driving force behind social entrepreneurial activities.

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