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BACHELOR OF ENVIRONMENTAL ADMINISTRATION

**FACTORS INFLUENCE GREEN ENTREPRENEURIAL INTENTION
AMONG MALAYSIAN UNIVERSITY STUDENTS**

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ABSTRACT

For this purpose, a survey was conducted with 350 student university in Malaysia in order to determine the relationship between personality traits of proactiveness, self-efficiency, need for achievement, university Green Entrepreneurial Support and Environmental Value. The hypotheses are then proposed and tested using Pearson correlation. After final data collection, a total of 350 valid responses were received. The analysis reveals that all the independent variables influenced job stress (personality traits: Proactiveness $r = 0.578^{**}$, $p = 0.000$; Self-Efficiency $r = 0.563^{**}$, $p = 0.000$; Need for achievement $r = 0.476^{**}$, $p = 0.000$; University Green Entrepreneurial Support: $r = 0.564^{**}$, $p = 0.000$; Environmental value: $r = 0.570^{**}$, $p = 0.000$). Thus, the findings of this study indicate that there is a positive relationship between personality traits on proactiveness, self-efficiency and need for achievement, university green entrepreneurial support and environmental Values.

Keywords: Green Entrepreneurial, personality traits, proactiveness, self-efficiency, need for achievement, university green entrepreneurial support, environmental values.

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TABLE OF CONTENT

DECLARATION.....	i
ABSTRACT.....	ii
ABSTRAK.....	iii
ACKNOWLEDGEMENT.....	iv

CHAPTER 1: INTRODUCTION

1.0	Introduction.....	1
1.1	Research Background.....	1
1.2	Problem statement.....	3
1.3	Research objectives.....	5
1.4	Research questions.....	5
1.5	Scope of the study.....	6
1.6	Significance of the study.....	7
1.7	Definition of terms/concepts.....	9
1.8	Summary of chapter.....	11

CHAPTER 2 : LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.1	Introduction.....	12
2.2	Green Entrepreneurial.....	12
2.3	Factor that Influence Students' Green Entrepreneurial Intention.....	20
2.4	Conceptual framework.....	27
2.5	Hypothesis Development.....	28
2.6	Summary of chapter.....	31

CHAPTER 3 : RESEARCH METHODOLOGY

3.1	Introduction.....	32
3.2	Research design.....	32
3.3	Unit of analysis.....	32
3.4	Sample size.....	32
3.5	Sampling technique.....	33
3.6	Measurement/Instrumentation.....	33
3.7	Data collection.....	34
3.8	Data analysis.....	35
3.9	Summary of chapter.....	37

CHAPTER 4: FINDINGS

4.0	Introduction	38
4.1	Demographic Profile.....	38
4.2	Preliminary Analyses.....	39
4.3	Main Findings.....	41
4.4	Summary of The Chapter.....	43

CHAPTER 5: DISCUSSION & CONCLUSION

5.1	Introduction.....	44
5.2	Discussion of The Findings.....	44
5.3	Research Recommendation.....	46
5.4	Research Limitation & Future Recommendation.....	49
5.5	Summary of the Chapter.....	50