

## **Evaluating the student's entrepreneurial intention: Role of prosocial motivation, Social entrepreneurial attitude, and psychological capital among millennials**

Journal of Tourism, Hospitality  
& Culinary Arts(JTHCA)  
2023, Vol. 15 (2) pp 108-134  
© The Author(s) 2023  
Reprints and permission:  
UITM Press  
Submit date: 11<sup>th</sup> October 2023  
Accept date: 24<sup>th</sup> October 2023  
Publish date: 30<sup>th</sup> December 2023

**Suvidha Khanna**  
**Sangeeta Chauhan\***

School of Hospitality & Tourism management, Jammu University  
*chauhanneha060@gmail.com*

**Sheetal Bhagat**  
Lovely Professional University

### **Proposed citation:**

Khanna, S., Chauhan, S. & Bhagat, S. (2023). Evaluating the student's entrepreneurial intention: Role of prosocial motivation, Social entrepreneurial attitude and psychological capital among millennials. *Journal of Tourism, Hospitality & Culinary Arts, 15(2)*, 108-134

### **Abstract**

The purpose of this study is to investigate impact of prosocial motivation on psychological capital and social entrepreneurial attitude furthermore its aims to evaluate the impact of psychological capital and social entrepreneurial attitude on social entrepreneurial intention and finally the study examines the impact of prosocial motivation on social entrepreneurial intention. A questionnaire survey was conducted in the northern indian region covering Jammu & Kashmir, Uttrakhand and Himachal Pradesh. Data were collected from 368 respondents who are pursuing postgraduate (PG) and undergraduate (UG) studies in tourism. SmartPLS 4 is utilized for the data analysis. Results offer empirical support for the hypotheses that prosocial motivation positively impact psychological capital and social entrepreneurial attitude and also show the positive impact of social entrepreneurial attitude and psychological capital on social entrepreneurial intention. The study highlights that there is a significant relation between prosocial motivation and SEI. The findings of this study extend existing views on the positive relationship between Prosocial Motivation, psychological capital, social entrepreneurial attitude in the social entrepreneurship research field by focusing on the perspective of SEI. In particular, this study reveals the complex process of how prosocial motivation and other factors impact SEI, which has rarely been explored in the extant literature

### **Keywords:**

Prosocial motivation, Psychological capital, Entrepreneurial attitude, Entrepreneurial Intention, Social entrepreneurship

## 1 Introduction

The field of social entrepreneurship has had significant growth in terms of academic study, practise, and policy development (Hu et al., 2019). Wealth creation is not a goal of social entrepreneurship because it is seen as a means or instrument to achieve the social objectives, which are the primary emphasis of social entrepreneurs (Dees, 2020). Scholars have begun to pay more attention to social entrepreneurship (SE), which uses business logic in a creative and entrepreneurial approach to address social issues and provide economic and social values (Dacin et al., 2011; Chell et al., 2016; Saebi et al., 2019). Policymakers and academics are paying more attention to encouraging entrepreneurs to engage in SE as a result of SE's enormous benefit in addressing a variety of societal problems (Dey and Steyaert, 2016).

Social entrepreneurship may be gained from getting support in the form of financial and non-financial assistance to various stakeholders, as well as support from tourist destinations receiving support in the form of various tourism packages, in order to achieve greater heights (Gyimah et al., 2020). The company must go above and beyond what it can already do in order to market its products and services in a way that is focused on the neighbourhood. According to Mitzinneck et al. (2019), social entrepreneurship does not appear to be feasible in environments where the local community is not involved or participating. Stakeholders should develop efficient communication methods in the form of a marketing and advertising programme in order to draw tourists (Palazzo et al., 2021). By offering support in the form of tax breaks, sponsorship schemes, and subsidies, the government plays a bigger part in the process of supporting social entrepreneurs. Activities associated with tourism in the destination help to cause a multiplier effect, but for there to be sustainable community development, the local community needs to be involved as a stakeholder (Setokoe, 2021). The concept of social entrepreneurship in the tourism industry is relatively new but rapidly developing (Kickul et al., 2020). A creative experiment in the form of agritourism and slum tourism has significantly benefited community-based social entrepreneurship in the tourism sector (Mendoza-Moheno et al., 2021). The idea of social entrepreneurship in the travel sector is still relatively new, but it is growing swiftly (Kickul et al., 2020).

The practise of social entrepreneurship has recently increased within the travel and hospitality sector. In respect to India, which provides totally community-based tourist experiences, in India, it is becoming more and more usual practise to incorporate the local population in tourism (Chitrakar et al., 2022). The most reliable predictor of actual behaviour has been found to be behavioural intentions, according to Ajzen's (1991) theory of planned behaviour (TPB). In order to create a thorough theory of social entrepreneurship, it is essential to look at the causes and origins of people's intentions to establish a SE (Urban and Teise, 2015). The majority of the literature on entrepreneurial intent, and more specifically social entrepreneurship, originated in Europe and other Western nations.

Studies have demonstrated that prosocially driven people are more likely to: feel more self-assured about starting their own social enterprise (Bacq and Alt, 2018). However, little research has been done on how prosocial motivation influences people's SEI.

Empirically, a study by Ghani et al. (2013) found a positive correlation between entrepreneurial intention and psychological capital, including its characteristics (self-efficacy, optimism, hope, and resilience). Similar findings from another study (Jin, 2017) indicated that self-efficacy, hope, and resilience all have a beneficial impact on start-up ambitions. Neneh, (2020) claims that psychological capital is a social-cognitive process that aids in elucidating an individual's cognitive mentality in the form of entrepreneurial purpose. This result demonstrates the strong correlation between rookie entrepreneurs' positive psychological capital and their ambition to launch a business.

Additionally, the literature on entrepreneurship has given significant theoretical and empirical emphasis to the role of prosocial motivation and social entrepreneurial mindset in boosting people's entrepreneurship intentions. An entrepreneurial attitude is formed to aid in the development of an entrepreneurial intention, according to studies by Nguyen et al. (2019), Al-Jubari et al. (2019), Autio et al. (2001), Lüthje & Franke (2003), Schwarz et al. (2009) and Zampetakis et al. (2009). Prosocial drive, as discovered by the researcher, aids in increasing SEI through two corresponding mechanisms: an ageing mechanism and a communal mechanism. Additionally discovered the favourable correlation between entrepreneurial intention and prosocial drive (Yu et al., 2020).

The purpose of this study is to determine how social entrepreneurship intention is generated. There isn't a lot of academic research on social entrepreneurship. Using the theory of planned behaviour and Self-Determination Theory as the theoretical framework. This study aims to determine the impact of prosocial motivation on entrepreneurial attitude and psychological capital, additionally the study seeks to analyse the impact of entrepreneurial attitude and psychological capital on intention, and finally the impact of prosocial motivation on social entrepreneurial intention among millennials.

As a result, the objective of this research is to offer a detailed comprehension of the real mechanisms that underlie the development of SEI in response to prosocial motivation. More specifically, we claim that prosocial motivation has an effect on SEI by drawing on the research that has been done on social entrepreneurship as well as research that has been done on entrepreneurship in general. In order to verify our hypothesis, we carried out a survey with a total of 368 individuals. We also explain the key implications of our findings, as well as the limitations of the current study and possibilities for subsequent research. This discussion is based on empirical analysis, which has mostly validated our hypothesis.

### **Theoretical background**

The theory of planned behaviour (TPB) is a well-established theory that is commonly used to describe and predict human behaviour across a range of life domain's (Ajzen, 1991 ; Ajzen , 2011). TPB was introduced by Ajzen (1991) as an expanded version of Theory of Reasoned Action (TRA) that functions as a useful tool for behaviour prediction. Perceived behavioural control is one of the additional factors included in TPB that influences intention (Lu et al., 2007). As a result, it accurately forecasts the inclinations associated with attitude, subjective norms, and perceived behavioural control. In order to ascertain the decision-making process and behavioural intention of visitors, this theory is widely used in the tourist industry (Lam & Hsu, 2006; Kim & Hwang, 2020; Wu, et. al., 2017). The term "subjective probability" of someone participating in a specific activity is known as behavioural intention (BI) (Kuo & Yen, 2009). Moreover, BI forecasts people's probable future behaviour (Tavitiyaman et al., 2021).Thebehavioural intention is the end product of a process known as rational choice, and it is also a function of the individual's attitude towards the behaviour in question, their subjective norm, and perceived Behavioral control (PBC). The collection of easily accessible behavioural beliefs that participating in the behaviour would lead to particular results serves as the basis for the formation of an attitude towards the behaviour. An individual's interpretation of the societal pressures to engage in (or abstain from) a behaviour is what is meant to be understood as the subjective norm (Godbersen et al.,2020 ; Al-Mamary et al )

Self-determination Theory Despite the substantial empirical support in entrepreneurship research (Almobaireek&Manolova, 2012; Evan J. Douglas, 2013; Iakovleva et al., 2011; Liñán& Chen, 2009).The self-determination theory of motivation may explain the origins of the TPB components (Andersen et al. 2000). Self-determination theory (SDT) explains human motivation, development, and wellness. SDT considers motivation as the energy, direction, and persistence of activation and intention (Deci & Ryan, 2000). It states that humans are naturally motivated to learn, investigate, and acquire knowledge and gain new abilities (Stone et al., 2009; Ryan & Deci, 2000). SDT, a macro theory of human motivation, development, and wellness, is based on some key elements. First, SDT claims that autonomy, competence, and relatedness are crucial for psychological growth and good functioning (Deci & Ryan, 2000). Second, unlike previous theories, SDT distinguishes between intrinsic and extrinsic motivation. Extrinsic motivation expects money, pride, prestige, or even a job. Intrinsic motivation comes from a personal passion and the pleasure it brings. It's about doing things for fun and challenges. However, one might internalise and cherish extrinsic motivation. The social environment - supportive or not -is SDT's third component.

Both theories provide complementary explanations of the processes that underlie motivated behaviour" (Hagger &Chatzisarantis, 2009; Wilson et al., 2003), suggesting their integration. The TPB lists attitude, SNs, and PBC as proximal intention antecedents. SDT may explain the TPB's constructions' origins (Andersen et al. 2000). Thus, autonomy, competence, and relatedness will be distal predictors of intention and its proximal antecedents. Integrating SDT and the TPB can help identify the type

and quality of behaviour while beginning a business, following health research (Hagger et al., 2006; Hagger & Chatzisarantis, 2009). Attitudes and PBC predicted intention. To conclude, the above discussion covered the TPB and SDT and how combining them may assist students understand their entrepreneurial motivations. Combining these two ideas, which are complimentary (Hagger & Chatzisarantis, 2009), should provide a solid foundation and a comprehensive picture of entrepreneurial motivations and goals

## **2 Literature Review**

### **2.1 Prosocial Motivation and Social entrepreneurial Attitude**

According to Abdelmoteleb et al. (2022), Arshad et al. (2021), Favero et al. (2020), prosocial motivation refers to the desire to look out for and promote the health and happiness of other people. Extensive research investigations indicated that motivation assists in analysing the entrepreneurial strategy, which is a condition to realise entrepreneurial purpose (Iwu et al., 2021; Weerakoon & Gunatissa, 2014; Wach & Wajciechowski, 2016). Choi et al. (2017) found that both leisure motivation and leisure attitude directly impact leisure fulfilment in a comparable manner. In addition, they discovered a common link between leisure viewpoint and leisure inspiration. According to a number of studies, if the level of prosocial motivation is high, the positive authority of ethical practise on employees' attitudes towards their association will be increased (Otake-Ebede et al., 2020; Arshad et al., 2021; Kim & Kim, 2021). This is the conclusion drawn from a number of studies. According to Soos et al. (2019), two of the most influential aspects of an adolescent's behaviour are their attitude and their level of motivation. Attitude is a component of an individual's underlying psychological state, while the process of becoming motivated reveals this state to the outside world. Therefore, the accompanying hypothesis can be projected on the basis of the aforementioned literature.

Prosocial Motivation is Positively influences Social Entrepreneurial Attitude

### **2.2 Prosocial motivation and Psychological capital**

Prosocially motivated people are givers who focus on others rather than themselves and succeed in the long run (Grant, 2013; Aknin et al., 2019). Prosocial passion research on psychological assets is limited. Psychological Capital is a state-like constructive psychological construct made up of four key mechanisms: trust, hopefulness, flexibility, and self-efficacy (Mikus et al., 2022; Yu et al., 2019; Kotzé et al., 2018; Luthans et al., 2007; Grant & Berry, 2011). Superior prosocial motivation promotes emotional appointment and provides cognitive force to meet the cognitive weight of labourers. Researchers found that high prosocial motivation may boost a fledgling entrepreneur's confidence that they can start a social company (Kim et al., 2020; Abebe et al., 2020). A prosocial mentality helps people receive diverse information and encounter different situations by triggering integrative cognitive processes (Merlo, 2021, Miller et al., 2012). With the diligence aspect of stimulation

and better prosocial motivation, we can support psychological appointment and offer capital as cognitive force to meet the cognitive demands of efforts to consider manifold perspectives in solving public problems (Kim et al., 2020; Grant et al., 2011; Fredrickson, 1998). While expanding cognitive and behavioural repertoires, prosocial motivation helps aspiring social entrepreneurs acquire and retain the optimism and confidence needed to start a social venture. The literature suggests the following hypothesis.

Prosocial motivation is positively related to psychological capital

### **2.3 Social Entrepreneurial Attitude and Social Entrepreneurial intention**

Study conducted by Le-Anh et al. (2020), Nguyen et al. (2019), attitudes play an important part in the formation of intentions and become a determining factor in the formation of behaviour. Empirical research that was done taking TPB into consideration proved to be helpful in providing some noteworthy statistical and theoretical input to the already existing literature on entrepreneurial intention by demonstrating that entrepreneurial attitude, social norms, and entrepreneurial self-efficacy can assist unquestionably in foretelling entrepreneurial intention (Anwar et al., 2020; Anwar & Saleem, 2019; Roy et al., 2017; Kautonen et al., 2015; Trivedi, 2016)

According to Ajzen's theory of planned behaviour (published in 2005), an entrepreneurial attitude is one of the major aspects that helps in developing a person's intention, which in turn will directly effect behaviour. This theory states that entrepreneurship attitude is one of the factors that helps in forming a person's intention. According to the findings of study carried out by Nguyen et al. (2019), Al-Jubari et al. (2019), Autio et al. (2001), Luthje & Franke (2003), Schwarz et al. (2009), and Zampetakis et al. (2009), an entrepreneurial attitude is developed in order to assist in the development of an entrepreneurial intention. According to previous research (Weerakoon & Gunatissa, 2014; Wach & Wajciechowski, 2016), having an entrepreneurial mentality is very crucial in order to achieve an entrepreneurial intention. This has already been recognised. According to previous research (Fernández-Pérez et al., 2019; Iwu et al., 2021; Linan & Chen, 2009; Ali et al., 2019; Weerakoon & Gunatissa, 2014; Wach & Wajciechowski, 2016), an entrepreneurial mindset is believed to be one of the qualities to realise entrepreneurial intention.

Attitude has a significant influence on social entrepreneurial intention

### **2.4 Psychological capital and Social entrepreneurial intention**

PsyCap, which stands for psychological capital, is nothing more than the current level of a person's psychological growth, which in turn is defined by four distinct psychological traits. A previous investigation conducted by Jin, (2017) found that an individual's level of hope, resiliency, and a positive feeling of self-efficacy had a positive impact on their intention to start their own business. Researchers (Newman et al., 2019; Li et al., 2020; Mahfud et al., 2020) in the fields of entrepreneurship and social psychology discovered that psychological capital moderately modulates the

outcome of entrepreneurial attitude orientation on entrepreneurial intention. According to the findings of a study that was conducted by Ghani et al. (2013) on university students in Tehran, it was found that entrepreneurial intention had a positive correlation with psychological capital, along with the characteristics that make up psychological capital (self-efficacy, optimism, hope, and resilience). The research was carried out on university students in Tehran. According to Contreras et al. (2017) research, there is a positive correlation between psychological capital and entrepreneurial intention and both its aspects and dimensions. This association was shown to be significant.

The following hypothesis has been formulated after reviewing the aforementioned research.

Psychological capital is positively related to social entrepreneurial intention

## **2.5 Prosocial motivation and Social entrepreneurial intention**

Intention is described as a state of mind that directs a person's attention and action towards self-employment as opposed to organisational work, as Souitaris et al. (2007) point out. By encouraging people to dedicate themselves to a particular cause, prosocial motivation helps to improve employee commitment, tenacity, performance, and production levels (Xu et al., 2022; Ullah et al., 2020; Shao et al., 2019).

According to studies by Bonfanti et al. (2016), Yu et al. (2020), Grant & Sumanth (2009), and others, people with strong prosocial motivation are more likely to want to become social entrepreneurs because SE can help them achieve their other-oriented values. Prosocially motivated individuals are eager to exert effort and carry out behaviours that could benefit others, according to earlier research (Lockwood et al., 2021; Shin et al., 2020, Penner & Finkelstein, 1998). Compassion, moral character, and agreeableness are some of the incentives that motivate people to help others, according to earlier research (Forster & Grichnik, 2013; Graziano et al., 2007; Kim et al., 2018; Waddock & Steckler, 2016). It has also been calculated how these traits control SEI. Researchers have discovered that prosocial motivation supports SEI through two comparable processes, including agentic and communal mechanisms. They have also discovered a favourable relationship between prosocial motivation and entrepreneurial intention (Yu et al., 2020). On the basis of these facts, the following theory is put forth:

There is a Positive Relationship between Prosocial Motivation and SEI

## **3 Methodology**

The empirical research utilised a standardised questionnaire with 26 questions split into two halves. The first part includes four items of demographic information. The second part of the survey consists of 22 questions covering four different concepts taken from earlier research and evaluated on a 7-point Likert scale ranging from

"strongly disagree" to "strongly agree." The first construct for social entrepreneurship is prosocial motivation consisting of six items from Grant and Sumanth (2009). Frazier and Tupper (2018). Yu, C., Ye, B., & Ma, S. (2020). Yamini et al. (2020). The second construct is psychological capital which contains five items from Luthans et al. (2007). Mahfud, et al. (2020). Luthans et al. (2015); Zhao et al. (2020). The third construct is social entrepreneurial attitude which consists of six items taken from previous studies Cavazos-Arroyo, and Agarwal, N. (2017). Linan and Chen (2009). Pihie, Z. A. L., and Bagheri, A. (2010). The fourth construct is social entrepreneurial intention which again consists of five items adapted from previously available literature Rantanen & Toikko (2014); Cavazos-Arroyo et al. (2017); Linán & Santos. (2007). Mahfud et al. (2020). Thompson, (2009), Zollo et al. (2017).

### 3.1 Sample and Data collection

Students who are enrolled in undergraduate and postgraduate programmes in tourism studies at central and state universities in Jammu and Kashmir, Uttarakhand, and Himachal Pradesh were given the structured questionnaire to fill out. For the purpose of putting the framework to the test, data from the respondents were collected in both online and offline formats. In order to determine the appropriate size of the sample, we resorted to the method of convenience sampling. The participants were given a summary of the study along with some background information. The questionnaire was filled out by respondents between the months of November 2022 and June 2023. This procedure resulted in the collection of a total of 368 responses that could be used.

### 3.2 Descriptive analysis

The demographic profiles of the respondents are presented in Table 1. There were 57% male respondents and 42% female respondents; 38.58% of the respondents were between the ages of 18 and 21, 31.52% were between the ages of 21 and 24, and 29.89% were older than 24. According to the statistics pertaining to the respondents' qualifying status, 68.20 percent of them were PG students, and 31.79 percent were PG students. In terms of the respondents' family occupations, 30.43 percent worked in the public sector, 36.95 percent worked in the private sector, 20.10 percent were self-employed or entrepreneurs, and 12.5 percent were retired.

Table 1: Demographic profiles

Variable	Frequency	Valid Percent
<b>Gender</b>		
Male	210	57.06
Female	158	42.93
<b>Age</b>		



18-21	142	38.58
21-24	116	31.52
Above 24	110	29.89
<b>Qualification</b>		
Graduation	251	68.20
Masters	117	31.79
<b>Family occupational Background</b>		
Public Sector employee	112	30.43
Private Sector employee	136	36.95
Self employed or entrepreneur	74	20.10
Retired	46	12.5

### 3.3 Data Analysis Techniques

We use SmartPLS 4 to analyse the data using PLS-SEM (partial least squares structural equation modelling). PLS-SEM is frequently utilised in the IT and management fields because of its reputation for producing valid results. PLS-SEM is a non-parametric method that takes advantage of the explained variation in unobservable latent dimensions. Smart PLS-EM requires less data on residual distributions, measurement scales, and sample sizes than the covariance-based SEM (COV-SEM). Complex research models are offered as an estimating framework that incorporates relevant theories and empirical data, and Smart PLS-SEM is judged ideal for analysing these models. The proposed theoretical model followed Leguina's two-stage technique, first evaluating the outer model for convergent and discriminant validity, and then the inner model for testing hypotheses.

Table 2: Factors Cross loadings

	<b>Pro - Social Motivation</b>	<b>Psychologi cal Capital</b>	<b>Attitude</b>	<b>Intention</b>
<b>PSM1</b>	<b>0.826</b>	0.427	0.282	0.135
<b>PSM2</b>	<b>0.792</b>	0.279	0.31	0.199
<b>PSM3</b>	<b>0.82</b>	0.384	0.398	0.321
<b>PSM4</b>	<b>0.798</b>	0.354	0.265	0.222
<b>PSM5</b>	<b>0.825</b>	0.347	0.336	0.236
<b>PSM6</b>	<b>0.769</b>	0.371	0.417	0.301

ESI	0.342	<b>0.753</b>	0.325	0.245
ES2	0.294	<b>0.778</b>	0.355	0.181
ES3	0.411	<b>0.867</b>	0.305	0.269
ES4	0.323	<b>0.738</b>	0.305	0.308
ES5	0.368	<b>0.742</b>	0.293	0.406
SEA1	0.171	0.305	<b>0.799</b>	0.684
SEA2	0.283	0.334	<b>0.85</b>	0.64
SEA3	0.384	0.291	<b>0.85</b>	0.64
SEA4	0.412	0.374	<b>0.842</b>	0.47
SEA5	0.409	0.41	<b>0.81</b>	0.473
SEA6	0.412	0.35	<b>0.768</b>	0.442
SEI1	0.439	0.24	0.563	<b>0.859</b>
SEI2	0.375	0.315	0.591	<b>0.867</b>
SEI3	0.368	0.327	0.565	<b>0.878</b>
SEI4	0.099	0.15	0.632	<b>0.799</b>
SEI5	0.237	0.218	0.553	<b>0.826</b>

Table 3: Fornell-Larcker Criterion

	PSM	ES	PSC	SEI
<b>PSM</b>	0.805			
<b>ES</b>	0.452	0.777		
<b>SEA</b>	0.417	0.416	0.82	
<b>SEI</b>	0.359	0.296	0.688	0.846

Table 4: Discriminant validity

	PSM	ES	SEA	SEI
<b>PSM</b>				
<b>ES</b>		0.513		
<b>SEA</b>		0.466	0.476	
<b>SEI</b>		0.395	0.331	0.753

Table 5: Heterotrait-Monotrait Criterion (HTMT)

	<b>Pro-Social Motivation</b>	<b>Psychological Capital</b>	<b>Social Entrepreneurial Attitude</b>	<b>Social Entrepreneurial Intention</b>
<b>PSM</b>				
<b>ES</b>	0.513			
<b>SEA</b>	0.466	0.476		
<b>SEI</b>	0.395	0.331	0.753	

Table 6: Result of R and R<sup>2</sup>

	<b>R- square</b>	<b>R-square adjusted</b>
Psychological Capital	0.205	0.199
Social Entrepreneurial Attitude	0.174	0.168
Social Entrepreneurial Intention	0.48	0.469

Table 7 : Results of Hypotheses with Path Coefficients

	<b>Original sample (O)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P val ues</b>
Pro-SocialMotivation-> Psychological Capital	0.452	0.058	7.859	0
Pro -Social Motivation-> Social Entrepreneurial Attitude	0.417	0.078	5.373	0
Pro -Social Motivation-> Social Entrepreneurial Intention	0.394	0.067	5.395	0.03
Psychological Capital -> Social Entrepreneurial Intention	0.402	0.071	4.278	0.01
Social Entrepreneurial Attitude - > Social Entrepreneurial Intention	0.457	0.067	9.736	0

Table: 8 Evaluation of the Outer measurement Model

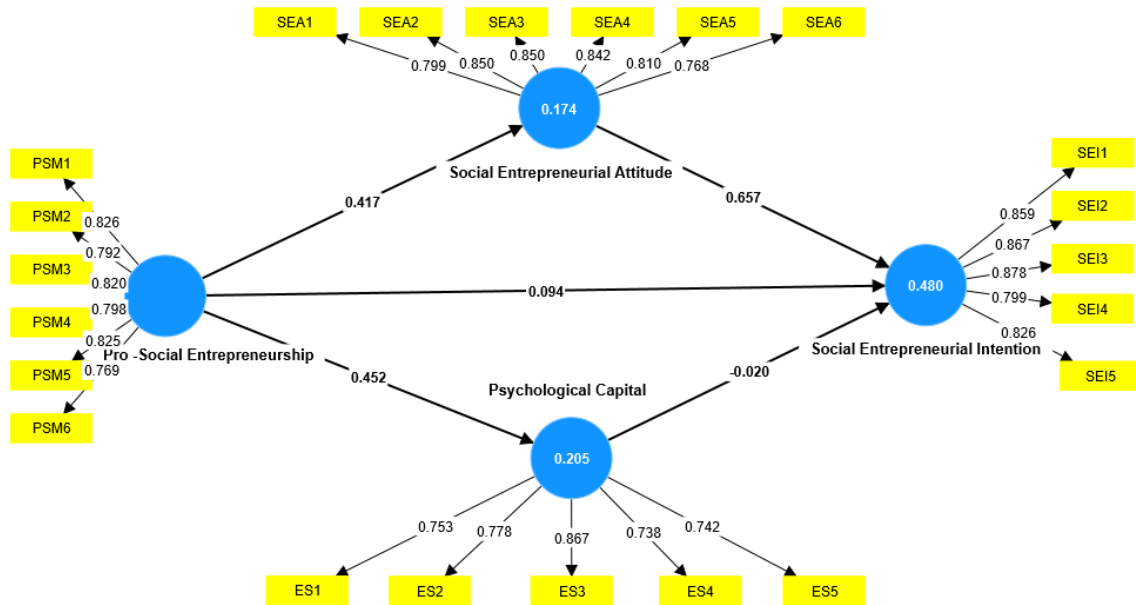
Constructs	Items	Loa ding	Cronbach 's alpha	(rho _a)	(rho _c)	(AV E)
<b>Psychological Capital</b>	<b>ES1</b> -I have confidence in my ability to solve problems creatively.	0.75 3				
	<b>ES2</b> -I believe that I can express and do my job well	0.77 8				
	<b>ES3</b> -I am confident of achieving and exceeding my goals	0.86 7				
	<b>ES4</b> -I can come up with many solutions when I am faced with difficulties at work	0.73 8				
	<b>ES5</b> -At work, I always believe that "behind the dark is the light"	0.74 2	0.892	0.89 6	0.91 7	0.6 48
<b>Pro-Social Motivation</b>	<b>PSM1</b> -I care about benefitting others through my work	0.82 6				
	<b>PSM2</b> -I want to help others through my work	0.79 2				
	<b>PSM3</b> -I want to have a positive impact on others	0.82 1				
	<b>PSM4</b> -It is important to me to do good to others through my work	0.79 8				
	<b>PSM5</b> -I do my best when I'm working on a task that contributes to the well-being of others,	0.82 5				
	<b>PSM6</b> -I like to work on tasks that have the potential to benefit others	0.76 9	0.836	0.85 1	0.88 4	0.6 04
<b>Social Entrepreneurial Attitude</b>	<b>SEA1</b> -Career choice as an entrepreneur is interesting for me	0.79 9				
	<b>SEA2</b> -Among the numerous choices, I would rather being an entrepreneur	0.85 1				
	<b>SEA3</b> -Being an entrepreneur will give me extraordinary satisfaction	0.85 1				
	<b>SEA4</b> -If I have opportunities and resources, I would like to start a business	0.84 2				
	<b>SEA5</b> -Ability to respond to changes quickly and flexibly using high creativity.	0.81 1				
	<b>SEA6</b> -I want to be my own boss.	0.76 8	0.903	0.90 7	0.92 5	0.6 73
<b>Social Entrepreneurial Intention</b>	<b>SEI1</b> -I am determined to create a social entrepreneurial venture in the future	0.85 9				
	<b>SEI2</b> -I will make every effort to start and run my own social Venture	0.86 7				
	<b>SEI3</b> -I have a strong intention to start a social venture in the future	0.87 8				
	<b>SEI4</b> -My professional goal is to be an entrepreneur	0.79 9				
	<b>SEI5</b> -My qualification will contribute positively towards my interest in starting a social venture	0.82 6	0.91	0.90 1	0.92 6	0.7 16

### **3.4 Evaluation of the Outer Measurement Model**

According to Hair et al., several statistics were used to determine the study outer model's reliability and validity. In addition to "convergent validity" and "discriminant validity," these statistics also contain "composite reliability" (CR), "internal consistency reliability" (Cronbach's alpha), and "discriminant validity." First, Table 8 shows that the scale has good internal reliability, with Cronbach's alpha values ranging from 0.892 to 0.91 and composite reliability (CR) values ranging from 0.896 to 0.901. Second, each of the factors had "Standardised Factor Loading" (SFL) values greater than 0.70, further demonstrating the satisfactory level of reliability of the research dimensions. Third, checking whether or not AVE values were more than 0.5 helped to establish convergent validity. This value is the minimal acceptability threshold deemed necessary for convergent validity. In addition, three key criteria were used to confirm that the scale meets Leguina's recommendation that it has a sufficient level of discriminant validity. The "crossloading matrix", the "Fornell-Larcker criterion method", and the "heterotrait-monotrait method" ratio (HTMT) were some of these criteria. To ensure discriminant validity, each latent unobserved variable's outer-loading (bolded) must first be higher than its cross-loading (with other measurements), as shown in Table 8. The bolded diagonal AVE values in Table 8 are also higher than the inter-variable correlation coefficient, which is a sign of excellent discriminant validity. Finally, Leguina said that HTMT values should be less than 0.90. In comparison to the reference value, study HTMT levels were much lower (see Table 5). The scale reliability, discriminant validity, and convergent validity as approved in the study measurement outer model are all confirmed and supported by the prior results when taken collectively. In light of this, we can continue to evaluate the study hypotheses using the structural outer model.

### **3.5 Structural model assessment**

Table 8.



According to Hair et al. (2013), a bootstrapping technique with a resampling size of 5000 is a good way to estimate the overall explanatory power of a suggested structural model by monitoring the R-square, Beta values, and corresponding t-statistics values. The R2 value is used to evaluate the prediction accuracy and significance of a model. According to Hair et al. (2017), R2 and the path coefficient are the most widely cited parameters for demonstrating the goodness of fit of a given model. R2 is a statistical measure of the degree to which the manifest variables accurately reflect the latent variables by comparing how well the data match with a regression line. How much variation there is in endogenous variables as a result of how much variation there is in the exogenous variables is shown by the coefficient of determination among latent variables (Hair et al., 2013). The combined effect of the exogenous variables on the endogenous variables is represented by the R2 value. R2 = 0.205 and 0.174 for the dependent variables psychological capital, social entrepreneurial attitude and social entrepreneurial intention, respectively, demonstrate the model's predictive validity. Table 5 displays the R2, path coefficients, which suggest that the model is generally well-fitting. According to Hair et al. (2013), a bootstrapping technique with a resampling size of 5000 is a good way to estimate the overall explanatory power of a suggested structural model by monitoring the R-square, Beta values, and corresponding t-statistics values. The R2 value is used to evaluate the prediction accuracy and significance of a model. According to Hair et al. (2017), R2 and the path coefficient are the most widely cited parameters for demonstrating the goodness of fit of a given model. R2 is a statistical measure of the degree to which the manifest variables accurately reflect the latent variables by comparing how well the data match with a regression line. How much variation there is in endogenous variables as a result of how much variation there is in the exogenous variables is shown by the coefficient of determination among latent variables (Hair et al., 2013). The combined effect of the exogenous variables on the endogenous variables is represented by the R2 value. R2 =

0.205, 0.174 and 0.48 for the dependent variables psychological capital, social entrepreneurial attitude and social entrepreneurial intention, respectively, demonstrate the model's predictive validity. Table 6 displays the R<sup>2</sup>, path coefficients, which suggest that the model is generally well-fitting. The interrelationships among four dimensions, namely prosocial motivation, psychological capital, social entrepreneurial attitude, and social entrepreneurial intention, are depicted in Figure 2 following the application of bootstrapping techniques. The bootstrapping method is a resampling methodology that involves generating random samples from a given dataset and using these samples to evaluate the route model multiple times, while introducing slight modifications to the data configurations (Hair et al., 2013). The primary objective of bootstrapping is to calculate the standard error of coefficient estimates in order to examine the statistical significance of the coefficients (Vinzi et al., 2010). The present study provides support for the hypothesis that prosocial drive has a positive impact on Psychological Capital. This is evidenced by a significant  $\beta$  value (path coefficient) of 0.452, a T value of 7.859, and a P-value of 0. The study found a positive correlation between prosocial motivation and social entrepreneurial attitude. This supports H2, as seen by the  $\beta$  value (path coefficient) of 0.417, T value of 5.373, and P-value of 0. The results of the study indicate a positive correlation between social entrepreneurial attitude and social entrepreneurial intention. This finding supports hypothesis H3, as evidenced by the  $\beta$  value (path coefficient) of 0.457, the T value of 9.736, and the P-value of 0. There exists a positive correlation between psychological capital and social entrepreneurial intention. The results indicate support for H4, as the  $\beta$  value (path coefficient) is 0.402, the T value is 4.278, and the P-value is 0.01. This suggests a positive association between prosocial motivation and social entrepreneurial intention. Additionally, H5 is supported, with a  $\beta$  value of 0.394, a T value of 5.395, and a P-value of 0.03. Therefore, the hypotheses H1, H2, H3, H4, and H5 were all validated, as evidenced by the data presented in Table.

## **4 Findings and implication**

### **4.1 Practical Implications**

The practical ramifications of the findings of this research study suggest that efforts should be made to change individual attitudes through education and training programmes if policymakers and institutions want to encourage students to engage in social entrepreneurship. This has consequences for the education and growth of the young during their time in high school and college, as well as for the formation of a social entrepreneurial culture in the community to increase motivation for social entrepreneurship. Even though many of India's top schools and universities are actively promoting social entrepreneurship through academic programmes, "Entrepreneurial Cell" initiatives, social incubation initiatives, and financial support (both government and non-government grants), these efforts still need to be strengthened and made more well-known among the youth. Based on the study's

findings, universities and policymakers should work to launch such courses that can aid in students' social duty and sense of belonging. Higher education institutions could participate in service-learning that exposes students to social problems first hand and attempt to quantify its impact. They can also start certain programmes that encourage students to act in an empathic manner. The findings show that prosocial motivation plays a critical role in encouraging young students' propensity for social entrepreneurship and that universities and higher learning institutions provide a platform for cultivating and examining future social entrepreneurs. The findings also imply that programmes that put people in direct contact with social issues are likely to boost perceptions of capability and intent. The social entrepreneurship culture in India is highly forceful and has made significant strides in recent years. The "bottom of the pyramid" is being actively monitored by social businesses in Indian society, which are actively working to provide essential services like healthcare (Arvind Eye Hospital, Water Health International), power supply (SELCO, Azure Power Pvt. Ltd.), and electricity supply that are inexpensive. The elements that influence people's thought processes must be carefully examined and understood in order to promote and support social enterprises. As a result, this research study takes a more theoretically-based approach in an effort to comprehend the genesis of social entrepreneurial intention as a whole. To inspire young people to engage in social entrepreneurship, it's important to understand where the want to "make a difference" or "do good" originates. As a result, this research study leaves up the possibility of doing additional research to ascertain how the intention to become a social entrepreneur originated.

#### **4.2 Theoretical Contribution**

There are a number of ways in which this study adds to the body of work on social enterprise. The first and most significant contribution is the incorporation of research on prosocial motivation into the social entrepreneurial intention domain and the subsequent classification of people whose motivation for participating in the venture creation process is based on their desire to aid others, to assist the economically and socially disadvantaged, or to contribute to the overall development of the country. Our suggested model aims to provide an empirical demonstration of how altruistic goals can inspire the decision to engage in social entrepreneurship. The findings of this study should help researchers better understand how prosocial motivation contributes to intention development and social entrepreneurship. By using the theory of planned behaviour and self determination theory as its foundation and expanding it with additional antecedents to the constructs of the existing literature, this study aims to provide a theory-driven approach to the study of social entrepreneurship. To begin, this research contributes to the growing body of literature on the topic of social



entrepreneurs' motivations. This research adds to the growing body of work in the field of social entrepreneurship that seeks to identify the intrinsic drives that drive social entrepreneurs. Intentions to engage in social entrepreneurship can be better understood with the help of a revised model that has been developed and subjected to empirical testing. This research adds to the expanding body of work highlighting the significance of psychological capital and a socially entrepreneurial mindset in the creation of intentions. Add to the discussion about the importance of the link between altruistic drive and the goal to engage in social entrepreneurship.

## **5 Conclusion**

The significance of social entrepreneurship endeavours in promoting the sustainable development of societies lies in the fact that entrepreneurs initiate novel enterprises aimed at addressing pressing social issues and difficulties (Broek, and Groen, 2012). The objective of this study was to ascertain the key elements that are significant in the development of a social entrepreneurship intention. This study investigated the factors influencing social entrepreneurial goals among young individuals by conducting a survey on 368 students from several universities in Northern India. The study findings indicate a significant correlation between prosocial motivation and social entrepreneurship ambition. A favourable and significant association was observed between prosocial motivation and psychological capital. Enhancing the Favourable Influence of Prosocial Motivation on Social Entrepreneurial Attitude. Additionally, our research revealed a significant correlation between psychological capital and social entrepreneurial attitude, as well as a favourable impact on social entrepreneurial intention. Furthermore, we observed a positive relationship between prosocial motivation and social entrepreneurial intention. The present study is not devoid of potential drawbacks. Initially, our model was evaluated using cross-sectional data. Subsequent investigations could potentially examine our hypothesis using longitudinal data. Furthermore, data collection was conducted in selected states in northern India. The potential consequence of this is a reduction in the applicability of the study findings to states beyond the one being examined. Subsequent investigations may endeavour to explore the precursors and outcomes of social entrepreneurial intention across diverse geographic regions. Furthermore, it is recommended that future research endeavours explore the impact of prosocial motivation on the enhancement of social entrepreneurial intention within various demographic groups, including Generation Z or Gen Z. In order to enhance comprehension of social entrepreneurial intentions, future researchers may employ a combination of qualitative and quantitative methodologies.

## 6 References

- Abdelmotaleb, M., Metwally, A., & Saha, S. K. (2022). Servant leadership and nurses' upward voice behavior in an Egyptian hospital: Does prosocial motivation matter?. *Human Systems Management*, 41(1), 47-58.
- Abebe, M. A., Kimakwa, S., & Redd, T. (2020). Toward a typology of social entrepreneurs: the interplay between passionate activism and entrepreneurial expertise. *Journal of Small Business and Enterprise Development*.
- Ahmed, T., Chandran, V. G. R., Klobas, J. E., Liñán, F., & Kokkalis, P. (2020). Entrepreneurship education programmes: How learning, inspiration and resources affect intentions for new venture creation in a developing economy. *The International Journal of Management Education*, 18(1), 100327.
- Al-Mamary, Y. H. S., & Alraja, M. M. (2022). Understanding entrepreneurship intention and behavior in the light of TPB model from the digital entrepreneurship perspective. *International Journal of Information Management Data Insights*, 2(2), 100106.
- Ajzen, I. (2005). Laws of human behavior: Symmetry, compatibility, and attitude-behavior correspondence. *Multivariate research strategies*, 3-1
- Ajzen, I. (2015). The theory of planned behaviour is alive and well, and not ready to retire: a commentary on Sniehotta, Pesseau, and Araújo-Soares. *Health psychology review*, 9(2), 131- 137.
- Aknin, L. B., Whillans, A. V., Norton, M. I., & Dunn, E. W. (2019). Happiness and prosocial behavior: An evaluation of the evidence. *World Happiness Report 2019*, 67-86.
- Albayrak, T., & Caber, M. (2018). Examining the relationship between tourist motivation and satisfaction by two competing methods. *Tourism Management*, 69, 201-213.
- Ali, A., & Yousuf, S. (2019). Social capital and entrepreneurial intention: Empirical evidence from rural community of Pakistan. *Journal of Global Entrepreneurship Research*, 9(1), 1-13.
- Al-Jubari, I., Hassan, A., & Liñán, F. (2019). Entrepreneurial intention among University students in Malaysia: integrating self-determination theory and the theory of planned behavior. *International entrepreneurship and management journal*, 15(4), 1323-1342.
- Al-Jubari, I., Hassan, A., & Liñán, F. (2019). Entrepreneurial intention among University students in Malaysia: integrating self-determination theory and the theory of planned behavior. *International entrepreneurship and management journal*, 15(4), 1323-1342.
- Al-Mamary, Y. H. S., & Alraja, M. M. (2022). Understanding entrepreneurship intention and behavior in the light of TPB model from the digital entrepreneurship perspective. *International Journal of Information Management Data Insights*, 2(2), 100106.
- Al-Qadasi, E. (2022). Outdoor Encounters in Nature as a Promoter for Environmental Consciousness of Primary School Students from their Teachers' Perspectives.
- Antoncic, B., Bratkovic Kregar, T., Singh, G., & DeNoble, A. F. (2015). The big five personality-entrepreneurship relationship: Evidence from Slovenia. *Journal of small business management*, 53(3), 819-841.
- Anwar, I., & Saleem, I. (2019). Exploring entrepreneurial characteristics among university students: an evidence from India. *Asia Pacific Journal of Innovation and Entrepreneurship*.
- Anwar, I., Jamal, M. T., Saleem, I., & Thoudam, P. (2021). Traits and entrepreneurial intention: testing the mediating role of entrepreneurial attitude and self-efficacy. *Journal for International Business and Entrepreneurship Development*, 13(1), 40-60.

- Arshad, M., Abid, G., & Torres, F. V. C. (2021). Impact of prosocial motivation on organizational citizenship behavior: The mediating role of ethical leadership and leader–member exchange. *Quality & Quantity*, 55(1), 133-150.
- Bakker, A. B., Tims, M., & Derks, D. (2012). Proactive personality and job performance: The role of job crafting and work engagement. *Human relations*, 65(10), 1359-1378.
- Bandura, A. (2012). Cultivate self - efficacy for personal and organizational effectiveness. *Handbook of Principles of Organizational Behavior: Indispensable Knowledge for Evidence - Based Management*, 179-200.
- Bazan, C., Gaultois, H., Shaikh, A., Gillespie, K., Frederick, S., Amjad, A., ... & Belal, N. (2020). A systematic literature review of the influence of the university's environment and support system on the precursors of social entrepreneurial intention of students. *Journal of Innovation and Entrepreneurship*, 9(1), 1-28.
- Bird, B. (1988). Implementing entrepreneurial ideas: The case for intention. *Academy of management Review*, 13(3), 442-453.
- Bonfanti, A., Battisti, E., & Pasqualino, L. (2016). Social entrepreneurship and corporate architecture: evidence from Italy. *Management Decision*.
- Brinckmann, J., Grichnik, D., & Kapsa, D. (2010). Should entrepreneurs plan or just storm the castle? A meta-analysis on contextual factors impacting the business planning–performance relationship in small firms. *Journal of business Venturing*, 25(1), 24-40.
- Cartwright, S., & Cooper, C. L. (2014). Towards organizational health: Stress, positive organizational behavior, and employee well-being. *Bridging occupational, organizational and public health*, 29-42.
- Cavazos-Arroyo, J., Puente-Díaz, R., & Agarwal, N. (2017). An examination of certain antecedents of social entrepreneurial intentions among Mexico residents. *Revista Brasileira de Gestão de Negócios*, 19, 180-199.
- Chen, N., Ding, G., & Li, W. (2016). Do negative role models increase entrepreneurial intentions? The moderating role of self-esteem. *Basic and Applied Social Psychology*, 38(6), 337-350.
- Chetioui, Y., Lebdaoui, H., & Chetioui, H. (2020). Factors influencing consumer attitudes toward online shopping: the mediating effect of trust. *EuroMed Journal of Business*.
- Chien-Chi, C., Sun, B., Yang, H., Zheng, M., & Li, B. (2020). Emotional competence, entrepreneurial self-efficacy, and entrepreneurial intention: A study based on China college students' social entrepreneurship project. *Frontiers in Psychology*, 11, 547627.
- Chipeta, E. M. (2015). Social entrepreneurship intentions among university students in Gauteng (Doctoral dissertation).
- Chitrakar, K. K. (2022). The influence of community-based homestay tourism on the dynamics of local food culture (Doctoral dissertation, University of Otago).
- Choi, Jeonghwan, Kihwan Kim, Rob Marjerison, Bok Gyo Jeong, Sookyoung Lee, and Valerie Vaccaro. "The effects of morality and positivity on social entrepreneurial intention." *Journal of Social Entrepreneurship* (2021): 1-21.
- Choi, S. H., & Yoo, Y. J. (2017). Leisure attitude and satisfaction with leisure and life: proposing leisure prioritization and justification. *World Leisure Journal*, 59(2), 140-155.
- Conner, M. (2020). Theory of planned behavior. *Handbook of sport psychology*, 1-18.
- Contreras, F., De Dreu, I., & Espinosa, J. C. (2015). Examining the relationship between psychological capital and entrepreneurial intention: an exploratory study. *Canadian Center of Science and Education*.
- Crnogaj, K., Rebernik, M., Hojnik, B. B., & Gomezelj, D. O. (2014). Building a model of researching the sustainable entrepreneurship in the tourism sector. *Kybernetes*.

- Dacin, M. T., Dacin, P. A., & Tracey, P. (2011). Social entrepreneurship: A critique and future directions. *Organization science*, 22(5), 1203-1213.
- Dey, P., & Steyaert, C. (2016). Rethinking the space of ethics in social entrepreneurship: Power, subjectivity, and practices of freedom. *Journal of Business Ethics*, 133(4), 627-641.
- DINC, M. S., & Budic, S. (2016). The impact of personal attitude, subjective norm, and perceived behavioural control on entrepreneurial intentions of women. *Eurasian Journal of Business and Economics*, 9(17), 23-35.
- Do, B. R., & Dadvari, A. (2017). The influence of the dark triad on the relationship between entrepreneurial attitude orientation and entrepreneurial intention: A study among students in Taiwan University. *Asia Pacific Management Review*, 22(4), 185-191.
- Douglas, E., & Fitzsimmons, J. (2005). Entrepreneurial intentions towards individual vs corporate entrepreneurship. *Small enterprise research: The Journal of SEAANZ*, 1-22.
- Esfandiari, K., Sharifi-Tehrani, M., Pratt, S., & Altinay, L. (2019). Understanding entrepreneurial intentions: A developed integrated structural model approach. *Journal of Business Research*, 94, 172-182.
- Favero, N., & Pedersen, M. J. (2020). How to encourage "Togetherness by Keeping Apart" amid COVID-19? The ineffectiveness of prosocial and empathy appeals. *Journal of Behavioral Public Administration*, 3(2).
- Fernández-Pérez, V., Montes-Merino, A., Rodríguez-Ariza, L., & Galicia, P. E. A. (2019). Emotional competencies and cognitive antecedents in shaping student's entrepreneurial intention: the moderating role of entrepreneurship education. *International entrepreneurship and management journal*, 15(1), 281-305.
- Ferreira, J. J., Raposo, M. L., Rodrigues, R. G., Dinis, A., & Do Paco, A. (2012). A model of entrepreneurial intention: An application of the psychological and behavioral approaches. *Journal of small business and enterprise development*.
- Figuerola-Domecq, C., Kimbu, A., de Jong, A., & Williams, A. M. (2022). Sustainability through the tourism entrepreneurship journey: A gender perspective. *Journal of Sustainable Tourism*, 30(7), 1562-1585.
- Fitzsimmons, J. R., & Douglas, E. J. (2005, June). Entrepreneurial attitudes and entrepreneurial intentions: a cross-cultural study of potential entrepreneurs in India, China, Thailand and Australia. In Babson-Kauffman Entrepreneurial Research Conference (pp. 1-19).
- Fredrickson, B. L. (1998). Cultivated emotions: Parental socialization of positive emotions and self-conscious emotions. *Psychological Inquiry*, 9(4), 279-281.
- Gangire, Y., Da Veiga, A., & Herselman, M. (2019, March). A conceptual model of information security compliant behaviour based on the self-determination theory. In 2019 Conference on Information Communications Technology and Society (ICTAS) (pp. 1-6). IEEE.
- Gielnik, M. M., Zacher, H., & Wang, M. (2018). Age in the entrepreneurial process: The role of future time perspective and prior entrepreneurial experience. *Journal of Applied Psychology*, 103(10), 1067.
- Gieure, C., del Mar Benavides-Espinosa, M., & Roig-Dobón, S. (2020). The entrepreneurial process: The link between intentions and behavior. *Journal of Business Research*, 112, 541-548.
- Godbersen, H., Hofmann, L. A., & Ruiz-Fernández, S. (2020). How people evaluate anti-corona measures for their social spheres: attitude, subjective norm, and perceived behavioral control. *Frontiers in psychology*, 11, 2851.
- Grant, A. M., & Berry, J. W. (2011). The necessity of others is the mother of invention: Intrinsic and prosocial motivations, perspective taking, and creativity. *Academy of management journal*, 54(1), 73-96.

- Grant, A. M., & Sumanth, J. J. (2009). Mission possible? The performance of prosocially motivated employees depends on manager trustworthiness. *Journal of Applied Psychology, 94*(4), 927.
- Graziano, W. G., Bruce, J., Sheese, B. E., & Tobin, R. M. (2007). Attraction, personality, and prejudice: liking none of the people most of the time. *Journal of Personality and Social Psychology, 93*(4), 565.
- Grimes, M. G., McMullen, J. S., Vogus, T. J., & Miller, T. L. (2013). Studying the origins of social entrepreneurship: Compassion and the role of embedded agency. *Academy of management review, 38*(3), 460-463.
- Hartati, S., Bajari, A., & Juwita, R. (2020, March). International Business in Tourism: Media Promotion Perspective in Industry 4.0. In 2nd International Media Conference 2019 (IMC 2019) (pp. 424-436). Atlantis Press.
- Hoang, G., Luu, T. T., Le, T. T., & Tran, A. K. T. (2022). Dark Triad traits affecting entrepreneurial intentions: The roles of opportunity recognition and locus of control. *Journal of Business Venturing Insights, 17*, e00310.
- Hockerts, K. (2017). Determinants of social entrepreneurial intentions. *Entrepreneurship Theory and Practice, 41*(1), 105-130.
- Hsu, D. K., Burmeister-Lamp, K., Simmons, S. A., Foo, M. D., Hong, M. C., & Pipes, J. D. (2019). "I know I can, but I don't fit": Perceived fit, self-efficacy, and entrepreneurial intention. *Journal of Business Venturing, 34*(2), 311-326.
- Huang, Y., Foo, M. D., Murnieks, C. Y., & Uy, M. A. (2020). Mapping the heart: Trends and future directions for affect research in entrepreneurship. In *The Psychology of Entrepreneurship* (pp. 26-47). Routledge.
- Iwu, C. G., Opute, P. A., Nchu, R., Eresia-Eke, C., Tengeh, R. K., Jaiyeoba, O., & Aliyu, O. A. (2021). Entrepreneurship education, curriculum and lecturer-competency as antecedents of student entrepreneurial intention. *The International Journal of Management Education, 19*(1), 100295.
- Jim, E. U., & Ernest, C. (2022). Business Ethics Needed For an Effective Entrepreneurship Practice As Perceived By Business Educators in Rivers State. *Social Science Learning Education Journal, 7*(01), 01-08.
- Jiménez-Castillo, D., & Sánchez-Fernández, R. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International Journal of Information Management, 49*, 366-376.
- Jin, C. H. (2017). The effect of psychological capital on start-up intention among young start-up entrepreneurs: A cross-cultural comparison. *Chinese Management Studies*.
- Kapusuz, A. G., Çavuş, M. F., & Pekkan, N. Ü. (2018). Perceived social support and social entrepreneurship: Gender perspective from Turkey. In *Knowledge, learning and innovation* (pp. 75-90). Springer, Cham.
- Kautonen, T., Van Gelderen, M., & Fink, M. (2015). Robustness of the theory of planned behavior in predicting entrepreneurial intentions and actions. *Entrepreneurship theory and practice, 39*(3), 655-674.
- Khoshmaram, M., Shiri, N., Shinnar, R. S., & Savari, M. (2020). Environmental support and entrepreneurial behavior among Iranian farmers: The mediating roles of social and human capital. *Journal of Small Business Management, 58*(5), 1064-1088.
- Kibler, E., Wincent, J., Kautonen, T., Cacciotti, G., & Obschonka, M. (2019). Can prosocial motivation harm entrepreneurs' subjective well-being?. *Journal of business venturing, 34*(4), 608-624.

- Kim, A., Moon, C. W., Kim, S. K., Koh, Y. S., & Shin, J. (2020). An empirical investigation on the psychological antecedents of social entrepreneurship. *Entrepreneurship Research Journal*, 10(3).
- Kim, J., Choi, S., & Martin, D. (2020). The halo effect of C2C interaction quality in prolonged close-proximity service settings. *Journal of Services Marketing*.
- Kimemia, M. N. (2017). Effect Of Quality Management Practices On Financial Performance Of Microfinance Banks In Kenya (Doctoral dissertation, KCA University).
- Kirkley, W. W. (2016). Creating ventures: decision factors in new venture creation. *Asia Pacific Journal of Innovation and Entrepreneurship*.
- Kotzé, M. (2018). The influence of psychological capital, self-leadership, and mindfulness on work engagement. *South African Journal of Psychology*, 48(2), 279-292.
- Kruse, P., Wach, D., & Wegge, J. (2021). What motivates social entrepreneurs? A meta-analysis on predictors of the intention to found a social enterprise. *Journal of Small Business Management*, 59(3), 477-508.
- Kummitha, R. K. R. (2021). Blended Value Creation: The Mediating Role of Competences. *California Management Review*.
- Kusmintarti, A., Thoyib, A., Ashar, K., & Maskie, G. (2014). The relationships among entrepreneurial characteristics, entrepreneurial attitude, and entrepreneurial intention. *IOSR Journal of Business and Management*, 16(6), 25-32.
- Le - Anh, T., & Nguyen - To, T. (2020). Consumer purchasing behaviour of organic food in an emerging market. *International Journal of Consumer Studies*, 44(6), 563-573.
- Lee, H., Kim, J., & Kim, J. N. (2021). Mechanics of rumor mills and epistemic motivational processes of food-related rumor spread: Interplay between attitude and issue motivation. *Health Communication*, 36(6), 722-730.
- Li, L. (2020). Education supply chain in the era of Industry 4.0. *Systems Research and Behavioral Science*, 37(4), 579-592.
- Li, N., Liang, J., & Crant, J. M. (2010). The role of proactive personality in job satisfaction and organizational citizenship behavior: a relational perspective. *Journal of applied psychology*, 95(2), 395.
- Li, X., Zhao, X., & Pu, W. (2020). Measuring ease of use of mobile applications in e-commerce retailing from the perspective of consumer online shopping behaviour patterns. *Journal of Retailing and Consumer Services*, 55, 102093.
- Liñán, F., & Chen, Y. W. (2009). Development and cross-cultural application of a specific instrument to measure entrepreneurial intentions. *Entrepreneurship theory and practice*, 33(3), 593-617.
- Lockwood, P. L., Hamonet, M., Zhang, S. H., Ratnavel, A., Salmony, F. U., Husain, M., & Apps, M. A. (2017). Prosocial apathy for helping others when effort is required. *Nature human behaviour*, 1(7), 1-10.
- Lopes, J., Teixeira, S. J., Ferreira, J. J., Silveira, P., Farinha, L., & Lussuamo, J. (2020). University entrepreneurial intentions: mainland and insular regions—are they different?. *Education+ Training*.
- Luthans, F., Avolio, B. J., Avey, J. B., & Norman, S. M. (2007). Positive psychological capital: Measurement and relationship with performance and satisfaction. *Personnel psychology*, 60(3), 541-572.
- Luthans, F., Youssef, C. M., & Avolio, B. J. (2007). Psychological capital: Investing and developing positive organizational behavior. *Positive organizational behavior*, 1(2), 9-24.

- Lüthje, C., & Franke, N. (2003). The 'making' of an entrepreneur: testing a model of entrepreneurial intent among engineering students at MIT. *R&d Management*, 33(2), 135-147.
- Mahendra, A. M., Djatmika, E. T., & Hermawan, A. (2017). The Effect of Entrepreneurship Education on Entrepreneurial Intention Mediated by Motivation and Attitude among Management Students, State University of Malang, Indonesia. *International Education Studies*, 10(9), 61-69.
- Mahfud, T., Triyono, M. B., Sudira, P., & Mulyani, Y. (2020). The influence of social capital and entrepreneurial attitude orientation on entrepreneurial intentions: the mediating role of psychological capital. *European Research on Management and Business Economics*, 26(1), 33-39.
- Markman, G. D., Russo, M., Lumpkin, G. T., Jennings, P. D., & Mair, J. (2016). Entrepreneurship as a platform for pursuing multiple goals: A special issue on sustainability, ethics, and entrepreneurship. *Journal of Management Studies*, 53(5), 673-694.
- McGee, J. E., & Peterson, M. (2019). The long - term impact of entrepreneurial self - efficacy and entrepreneurial orientation on venture performance. *Journal of small business management*, 57(3), 720-737.
- Mendoza-Moheno, J., Cruz-Coria, E., & González-Cruz, T. F. (2021). Socio-technical innovation in community-based tourism organizations: A proposal for local development. *Technological Forecasting and Social Change*, 171, 120949.
- Mensah, I. K., Zeng, G., Luo, C., Xiao, Z., & Lu, M. (2021). Exploring the predictors of Chinese college students' entrepreneurial intention. *SAGE Open*, 11(3), 21582440211029941.
- Mensah, K., & Emmanuel, A. A. (2021). Lawrence and Jafari Sadeghi.
- Merlo, K. L., Wiegand, K. E., Shaughnessy, S. P., Kuykendall, L. E., & Weiss, H. M. (2020). A qualitative study of daydreaming episodes at work. *Journal of Business and Psychology*, 35(2), 203-222.
- Mikus, K., & Teoh, K. R. (2022). Psychological Capital, future-oriented coping, and the well-being of secondary school teachers in Germany. *Educational Psychology*, 42(3), 334-353.
- Miller, T. L., Grimes, M. G., McMullen, J. S., & Vogus, T. J. (2012). Venturing for others with heart and head: How compassion encourages social entrepreneurship. *Academy of management review*, 37(4), 616-640.
- Miller, T. L., Wesley, C. L., & Williams, D. E. (2012). Educating the minds of caring hearts: Comparing the views of practitioners and educators on the importance of social entrepreneurship competencies. *Academy of Management Learning & Education*, 11(3), 349- 370.
- Mitzinneck, B. C., & Besharov, M. L. (2019). Managing value tensions in collective social entrepreneurship: The role of temporal, structural, and collaborative compromise. *Journal of Business Ethics*, 159(2), 381-400.
- Moroz, P. W., Branzei, O., Parker, S. C., & Gamble, E. N. (2018). Imprinting with purpose: Prosocial opportunities and B Corp certification. *Journal of Business Venturing*, 33(2), 117-129.
- Neneh, B. N. (2019). From entrepreneurial intentions to behavior: The role of anticipated regret and proactive personality. *Journal of Vocational Behavior*, 112, 311-324.
- Neneh, Brownhilder N. "Why foreignness matters: The impact of business-family interference on the exit intentions of women entrepreneur." *Journal of Small Business Strategy* 30, no. 1 (2020): 83-96.

- Newman, A., Obschonka, M., Schwarz, S., Cohen, M., & Nielsen, I. (2019). Entrepreneurial self-efficacy: A systematic review of the literature on its theoretical foundations, measurement, antecedents, and outcomes, and an agenda for future research. *Journal of vocational behavior*, 110, 403-419.
- Nguyen, A. T., Do, T. H. H., Vu, T. B. T., Dang, K. A., & Nguyen, H. L. (2019). Factors affecting entrepreneurial intentions among youths in Vietnam. *Children and Youth Services Review*, 99, 186-193.
- Nguyen, C. (2021). Factors Influencing Entrepreneurial Intention of Vietnamese Women. Available at SSRN 3964486.
- Nguyen, T. T. H., Nguyen, N., Nguyen, T. B. L., Phan, T. T. H., Bui, L. P., & Moon, H. C. (2019). Investigating consumer attitude and intention towards online food purchasing in an emerging economy: An extended tam approach. *Foods*, 8(11), 576.
- NGUYEN, X. T. (2020). Factors affecting entrepreneurial decision of nascent entrepreneurs belonging generation Y in Vietnam. *The Journal of Asian Finance, Economics and Business*, 7(8), 407-417.
- Otaye-Ebede, L., Shaffakat, S., & Foster, S. (2020). A multilevel model examining the relationships between workplace spirituality, ethical climate and outcomes: A social cognitive theory perspective. *Journal of Business Ethics*, 166(3), 611-626.
- Othman, N. H., & Ishak, S. (2009). Attitude towards choosing a career in entrepreneurship amongst graduates. *European Journal of Social Sciences*, 10(3), 419-434.
- Ozaralli, N., & Rivenburgh, N. K. (2016). Entrepreneurial intention: antecedents to entrepreneurial behavior in the USA and Turkey. *Journal of Global Entrepreneurship Research*, 6(1), 1-32.
- Palazzo, M., Vollero, A., Siano, A., & Foroudi, P. (2021). From fragmentation to collaboration in tourism promotion: an analysis of the adoption of IMC in the Amalfi coast. *Current Issues in Tourism*, 24(4), 567-589.
- Popescu, C. C., Bostan, I., Robu, I. B., Maxim, A., & Diaconu, L. (2016). An analysis of the determinants of entrepreneurial intentions among students: a Romanian case study. *Sustainability*, 8(8), 771.
- Porfirio, J., Carrilho, T., Jardim, J., & Wittberg, V. (2022). Fostering entrepreneurship intentions: the role of entrepreneurship education. *Journal of Small Business Strategy*, 32, 1-10.
- Prieto, L. C., Phipps, S. T., & Friedrich, T. L. (2012). Social entrepreneur development: An integration of critical pedagogy, the theory of planned behavior and the ACS model. *Academy of Entrepreneurship Journal*, 18(2).
- Rambe, P., & Ndofirepi, T. M. (2021). Explaining social entrepreneurial intentions among college students in Zimbabwe. *Journal of Social Entrepreneurship*, 12(2), 175-196.
- Roy, R., Akhtar, F., & Das, N. (2017). Entrepreneurial intention among science & technology students in India: extending the theory of planned behavior. *International Entrepreneurship and Management Journal*, 13(4), 1013-1041.
- Ru, X., Qin, H., & Wang, S. (2019). Young people's behaviour intentions towards reducing PM2.5 in China: Extending the theory of planned behaviour. *Resources, Conservation and Recycling*, 141, 99-108.
- Scheier, Michael F., Charles S. Carver, and Michael W. Bridges. "Optimism, pessimism, and psychological well-being." (2001).
- Schmutzler, J., Andonova, V., & Diaz-Serrano, L. (2019). How context shapes entrepreneurial self-efficacy as a driver of entrepreneurial intentions: A multilevel approach. *Entrepreneurship theory and practice*, 43(5), 880-920.



- Schmutzler, J., Andonova, V., & Diaz-Serrano, L. (2019). How context shapes entrepreneurial self-efficacy as a driver of entrepreneurial intentions: A multilevel approach. *Entrepreneurship theory and practice*, 43(5), 880-920.
- Sebora, T. C., & Tantiukoskula, S. (2011). Psychological capital and the entrepreneurial intention of college students. *International developments in management research*, 199-220.
- Setokoe, T. J. (2021). Community-based tourism: A panacea for community development in nqileni village, eastern cape, south africa. *Geo Journal of Tourism and Geosites*, 34(1), 28-32.
- Shahzad, M., Qu, Y., Zafar, A. U., & Appolloni, A. (2021). Does the interaction between the knowledge management process and sustainable development practices boost corporate green innovation?. *Business Strategy and the Environment*, 30(8), 4206-4222.
- Shao, D., Zhou, E., Gao, P., Long, L., & Xiong, J. (2019). Double-edged effects of socially responsible human resource management on employee task performance and organizational citizenship behavior: Mediating by role ambiguity and moderating by prosocial motivation. *Sustainability*, 11(8), 2271.
- Shepherd, D. (2015). Party On! A call for entrepreneurship research that is more interactive, activity based, cognitively hot, compassionate, and prosocial. *Journal of Business Venturing*, 30(4), 489-507.
- Shin, I., & Hur, W. M. (2020). How are service employees' perceptions of corporate social responsibility related to their performance? Prosocial motivation and emotional labor as underlying mechanisms. *Corporate Social Responsibility and Environmental Management*, 27(6), 2867-2878.
- Shirokova, G., Tsukanova, T., & Morris, M. H. (2018). The moderating role of national culture in the relationship between university entrepreneurship offerings and student start-up activity: An embeddedness perspective. *Journal of Small Business Management*, 56(1), 103-130.
- Sin, H. L., Mostafanezhad, M., & Cheer, J. M. (Eds.). (2022). *Recentring Tourism Geographies in the 'Asian Century'*. Routledge.
- Smith, A. M., & McColl, J. (2016). Contextual influences on social enterprise management in rural and urban communities. *Local Economy*, 31(5), 572-588.
- Soos, I., Dizmatsek, I., Ling, J., Ojelabi, A., Simonek, J., Boros-Balint, I., ... & Hamar, P. (2019). Perceived autonomy support and motivation in young people: A comparative investigation of physical education and leisure-time in four countries. *Europe's Journal of Psychology*, 15(3), 509.
- Susetyo, D., & Lestari, P. S. (2014). Developing entrepreneurial intention model of university students: an empirical study on university students in Semarang Indonesia. *International Journal of Engineering and Management Sciences*, 5(3), 184-196.
- Tan, L. P., Le, A. N. H., & Xuan, L. P. (2020). A systematic literature review on social entrepreneurial intention. *Journal of Social Entrepreneurship*, 11(3), 241-256.
- Tleuberdinova, A., Shayekina, Z., Salauatova, D., & Pratt, S. (2021). Macro-economic factors influencing tourism entrepreneurship: The case of Kazakhstan. *The Journal of Entrepreneurship*, 30(1), 179-209.
- Ullah, I., Elahi, N. S., Abid, G., & Butt, M. U. (2020). The impact of perceived organizational support and proactive personality on affective commitment: Mediating role of prosocial motivation. *Business, Management and Economics Engineering*, 18(2), 183-205.

- Urban, B., & Teise, H. (2015). Antecedents to social entrepreneurship intentions: An empirical study in South Africa. *Management Dynamics: Journal of the Southern African Institute for Management Scientists*, 24(2), 36-52.
- Van Gelderen, M., Kautonen, T., & Fink, M. (2015). From entrepreneurial intentions to actions: Self-control and action-related doubt, fear, and aversion. *Journal of Business Venturing*, 30(5), 655-673.
- Värlander, S. W., Sölvell, I., & Klyver, K. (2020). Entrepreneurship as a vocational choice in contested entrepreneurship communities: The role of entrepreneurs' justification strategies. *Journal of Business Venturing*, 35(3), 106006.
- Varotsis, N. (2022). Digital Entrepreneurship and Creative Industries in Tourism: A Research Agenda. *Economies*, 10(7), 167.
- Wach, K., & Głodowska, A. (2019). The Role of University in the Development of Entrepreneurial Intentions of Younger Generations: Selected Models. *Fostering Entrepreneurial and Sales Competencies in Higher Education*, 45-63.
- Wach, K., & Wojciechowski, L. (2016). Entrepreneurial intentions of students in Poland in the view of Ajzen's theory of planned behaviour. *Entrepreneurial Business and Economics Review*, 4(1), 83.
- Waddock, S., & Steckler, E. (2016). Visionaries and wayfinders: Deliberate and emergent pathways to vision in social entrepreneurship. *Journal of Business Ethics*, 133(4), 719-734.
- Wang, J. H., Chang, C. C., Yao, S. N., & Liang, C. (2016). The contribution of self-efficacy to the relationship between personality traits and entrepreneurial intention. *Higher Education*, 72(2), 209-224.
- Wang, W., Cao, Q., Zhuo, C., Mou, Y., Pu, Z., & Zhou, Y. (2021). COVID-19 to Green Entrepreneurial Intention: Role of Green Entrepreneurial Self-Efficacy, Optimism, Ecological Values, Social Responsibility, and Green Entrepreneurial Motivation. *Frontiers in Psychology*, 12.
- Williams, T. A., & Shepherd, D. A. (2016). Victim entrepreneurs doing well by doing good: Venture creation and well-being in the aftermath of a resource shock. *Journal of Business Venturing*, 31(4), 365-387.
- Wmpgc, W., & Gunatissa, H. H. A. J. (2014). Antecedents of entrepreneurial intention (With reference to undergraduates of UWU, Sri Lanka). *International Journal of Scientific and Research Publications*, 4(11), 1-6.
- Xu, L. P., Wu, Y. S., Yu, J. J., & Zhou, J. (2020). The influence of volunteers' psychological capital: mediating role of organizational commitment, and joint moderating effect of role identification and perceived social support. *Frontiers in Psychology*, 11, 673.
- Xu, S. T., Wang, Y. C., & Ma, E. (2022). A workplace-driven model on the formation of OCB-C: perspectives of social exchange theory and agency theory. *International Journal of Contemporary Hospitality Management*, (ahead-of-print).
- Yıldırım, N., Çakır, Ö., & Aşkun, O. B. (2016). Ready to dare? A case study on the entrepreneurial intentions of business and engineering students in Turkey. *Procedia-Social and Behavioral Sciences*, 229, 277-288.
- Yin, C., Zhang, X., & Liu, L. (2020). Reposting negative information on microblogs: Do personality traits matter?. *Information Processing & Management*, 57(1), 102106.
- Yitshaki, R., & Kropp, F. (2019). Entrepreneurial passions and identities in different contexts: a comparison between high-tech and social entrepreneurs. In *Entrepreneurial Identity and Identity Work* (pp. 30-57). Routledge.
- Youssef - Morgan, C. M., & Luthans, F. (2015). Psychological capital and well-being. *Stress and health: journal of the International Society for the Investigation of Stress*.

- Yu, C., Ye, B., & Ma, S. (2020). Creating for others: linking prosocial motivation and social entrepreneurship intentions. *Management Decision*, 59(11), 2755-2773.
- Yu, X., Li, D., Tsai, C. H., & Wang, C. (2019). The role of psychological capital in employee creativity. *Career Development International*.
- Zahra, S. A., Gedajlovic, E., Neubaum, D. O., & Shulman, J. M. (2009). A typology of social entrepreneurs: Motives, search processes and ethical challenges. *Journal of business venturing*, 24(5), 519-532.
- Zampetakis, L. A., Kafetsios, K., Bouranta, N., Dewett, T., & Moustakis, V. S. (2009). On the relationship between emotional intelligence and entrepreneurial attitudes and intentions. *International Journal of Entrepreneurial Behavior & Research*.
- Zapkau, F. B., Schwens, C., Steinmetz, H., & Kabst, R. (2015). Disentangling the effect of prior entrepreneurial exposure on entrepreneurial intention. *Journal of Business Research*, 68(3), 639-653.
- Zhang, Y., Li, J., Liu, C. H., Shen, Y., & Li, G. (2020). The effect of novelty on travel intention: the mediating effect of brand equity and travel motivation. *Management Decision*.