
Exploring the moderating role of entrepreneurial education and mediating role of entrepreneurial attitude on the relation of entrepreneurial characteristics and entrepreneurial intention.

S. L. Gupta

Waljat College of Applied Sciences, Muscat, Sultanate of Oman

Anshuman Sharma

Jumeria University, Dubai, UAE

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Entrepreneurial Attitude, Entrepreneurial Characteristics, Entrepreneurial Education, Entrepreneurial Intention, Mediation, Moderation.

Abstract

Enhancing entrepreneurship and entrepreneurial activities are one of the most important concerns of a majority of governments around the world. They see this as a tool to encourage young qualified skilled people as a job creator not as a job seeker.

The aim of this study is to empirically examine the moderating effect of entrepreneurial education and mediating effect of entrepreneurial attitude on the relation of entrepreneurial characteristics and entrepreneurial intention. The sample of this empirical study consists of 235 business administration final year undergraduate students who have already attended entrepreneurship course. Simple random sampling method is used to choose the sample. Self-report data were collected through structured questionnaire. The data were analysed by using descriptive statistics, factor analysis, multiple regression and path analysis.

The result of data analysis shows that entrepreneurial attitude act as a partial mediator and entrepreneurship education act as partial moderator on the relation of entrepreneurial characteristics and entrepreneurial intention. The outcome of this study suggests that higher education institutions should focus on modifying student's attitude through entrepreneurial education and business incubation programs to encourage more entrepreneurial activity.
