
Does Entrepreneurial Emotion Matter In Enhancing Entrepreneurial Behaviour?

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Abstract

Entrepreneurial emotion is a relatively new study in the education and entrepreneurship field. It has been gaining the attention of researchers across the country. This is because a person's emotional assessment of entrepreneurship precedes every entrepreneurial action or behaviour they are engaged in. Following the implementation of entrepreneurship education by the university to foster entrepreneurship in students or graduates, it is critical to assess if students' emotions motivate or discourage them from starting a business. This conceptual paper focuses on entrepreneurial emotion matter in enhancing entrepreneurial behaviour among students in Higher Education Institutions. Indirectly, students' reactions to entrepreneurship education are significant because their emotions can influence their judgement and decision-making, particularly when choosing entrepreneurship as a career. Therefore, this study is highly relevant for university students pursuing entrepreneurship due to the current unpredictable nature of the economy and business. They must be bolder when estimating business risks.

Keywords : *Entrepreneurial Emotion; Positive Emotion; Negative Emotion; Students*
