

Entrepreneurial Attitude Toward Self-employment of Students after Post-Covid-19 Pandemic

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ABSTRACT

The aim of this study is to empirically investigate the mediating effect of entrepreneurial attitude on the relationship between entrepreneurial education, perceived behavioural control, subjective norm and entrepreneurial leadership with entrepreneurial intentions of university students. The study was conducted within the context of Senegalese students and through the lens of the theory of planned behaviour. Employing a cross-sectional design, data was collected from three selected public university students. The finding revealed that entrepreneurial attitude plays a positive significant mediation effect on the relationship between entrepreneurial education, perceived behavioural control, and subjective norm with students' entrepreneurial intentions to launch their own business. The relationship between intention and attitude toward self-employment is demonstrated, providing scientific support and illustration for the theory of planned behaviour. The results of the present study imply that improving students' attitudes toward self-entrepreneurship and encouraging them through education by improving their perceived behavioural control and subjective norm can provide a positive attitude toward entrepreneurship which leads to entrepreneurial intention. The present investigation suggests that government and university authorities should encourage entrepreneurial education programmes in order to influence students' attitudes toward self-employment.

Keywords: Entrepreneurial Attitude; Entrepreneurial Education; Perceived Behavioural Control; Subjective Norm; Entrepreneurial Leadership; Entrepreneurial Intentions.

INTRODUCTION

Entrepreneurship is seen as the foundation of many economies and ensures economic growth (Potishuk and Kratzer, 2017). Entrepreneurship promotion has been advocated by several communities in society, typically in response to socio-economic crisis situations (Capella-Peris et al., 2019). It also creates social advancement, economic prosperity, and personal development (Bazkiaei et al., 2020), as well as assists in the reduction of unemployment (Gieure et al., 2020). It offers many opportunities for employees to advance their knowledge and expertise and encourages and compensates workers not just financially but also personally (Hassan et al., 2020; ANSD, 2022).

According to research, having an entrepreneurial attitude and intention is an essential step in starting your own business (Gieure et al., 2020; Hasan et al., 2021). Entrepreneurial behavioural intention can be acquired through entrepreneurial education. The benefit of entrepreneurial education is that it helps students develop their entrepreneurial attitude, capacities, and talents as well as their willingness to