

# Social Entrepreneurship Intentions among Students in Higher Education Institutions: A Conceptual Study

Nooraha Abdul Razak<sup>1</sup>  
Razli Che Razak<sup>1</sup>

<sup>1</sup>Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia  
Correspondence email: nooraha@kuptm.edu.my

## ABSTRACT

The concept of entrepreneurship intention and social entrepreneurship is interesting because this research is focused a major role in most academia field and practice that creates benefits for the community. This paper aims to discuss multiple versions of conceptual model of social entrepreneurial intention. This paper draws on intention models in social entrepreneurship to identify gaps. Therefore, a discussion on common conceptual model of entrepreneurial intention that frequently used in the field of social entrepreneurship based on the existing theory. The paper contributes to the social entrepreneurship literature by providing new insights about social entrepreneurial intention. The result has important implications for theory and practice. The methods or frameworks that can be used for researchers as well as practitioners to understand the formation of social entrepreneurial intentions so that they can inspire further research.

**Keywords:** entrepreneurship intention; higher education institution; social entrepreneurship intention.

## INTRODUCTION

Many research concepts from entrepreneurs are currently being studied by academics as one of the fields that have caught their attention in recent years. The concept of entrepreneurs is also glimpsed by the government because the impact of this entrepreneurial process is proven to be able to increase growth in the economic, social sector and also support political stability in a country. Research that supports this is from Thurik & Wennekers, (2004) which states that the role of entrepreneurs can be an effective instrument to reduce social problems, then research from Nawaser et al, (2011) which states that there is a positive relationship between entrepreneurship and poverty reduction from Kebaili et al (2017).

Social entrepreneurship can be defined as “*an effective mechanism for generating value in societal, economic and environmental forms*” (Gendron 1996). Social entrepreneurial conduct is traceable since the establishment of cooperation and Ikhtiar Project in 1986 in Malaysia. Nevertheless, the development of this activity is still low as stated in the Social Entrepreneurial Report by the General Entrepreneurship Monitor (GEM) in 2009. The Ministry of Education (MOE) Malaysia under the High Education Sector has emphasized the issue of instilling social entrepreneurship in the education plan at the community college level, public and private of higher education institutions. Allocation is also given to students by the management of each institute of higher education in early efforts to propagate the culture of social entrepreneurship in Malaysia. Hence, the aspiration of students in higher education institutions to become social entrepreneurs is able to influence their career choice once they have graduated.