

Role of Motivation and Supportive Business Environment on the Students' Entrepreneurial Intention

Abstract

Given the growing interest in entrepreneurship towards fighting the most pressing issues of the world, policymakers, governments, and academic institutions look up to entrepreneurs to take up this mantle. With the young population making their mark in the world, entrepreneurial intention among students is a challenging yet exciting area of investigation. Our empirical study investigates the role of motivation in influencing the intentions of students towards starting their own venture. We also investigate the moderating role of a supportive business environment on this link. From our analysis of the data of 312 online surveys of students from various academic institutions in India, we were able to test the motivation-entrepreneurial intention model and establish that motivation positively relates to intention to start a business using Smart PLS. Our study has important policy implications given the dynamic entrepreneurial ecosystem in India, also the government's focus on supporting student participation through universities and incubation centers. In this light, we also discuss the role of a supportive business environment.