

ABSTRACT

The aim of this study was to examine the effect of three independent variables, Islamic Values, Entrepreneurial Knowledge and Personal Characteristics on the Entrepreneurial Intentions. Theory of Planned Behaviour and its three components was used as a moderating variable between the dependent and independent variables. In addition to the demographic factors, this study focused on Islamic Values and its eight dimensions, i.e. Benevolence, Consultation, Cooperation, Self-Criticism, Gratitude, Hard-work, Perfectionism and Responsibility, the Entrepreneurial Knowledge of students in the universities, and their own Personal Characteristics, for calculating the overall impact on their Entrepreneurial Intentions. The population of the current study was all the students studying at undergrad and postgrad levels in all the universities / educational institutions of the country, while the sample of this study was the students studying in different universities in twin cities (Islamabad and Rawalpindi), both public and private sectors. This research is based on a Judgmental sampling methodology (non-probability technique) and Quantitative technique was adopted to conduct the research. Data was collected through questionnaires obtained from 520 students of different universities in twin cities. Correlation and regression statistics were utilized to analyze the data and using SPSS and AMOS tools. Results showed a positive relationship of the three Independent Variables (Islamic Values, Entrepreneurial Knowledge and Personal Characteristics) towards the Entrepreneurial intentions, and all the factors collectively contributed significantly in generating entrepreneurial intentions among the business students. It was also revealed that the moderator (TPB) plays a vital role in the relationship between the dependent and independent variables. Managerial and practical implications and future direction have also been incorporated which would be useful for the university administration, students, graduates and concerned stakeholders in appraising and forecasting the forthcoming goals.

Key Words:

Entrepreneurship, Entrepreneurial Intentions, Venture Creation, Islamic Values, Education, Personality, Demographics, Universities, Religious Beliefs, Business Studies.

CHAPTER 01



ACADEMIC SOLUTIONS

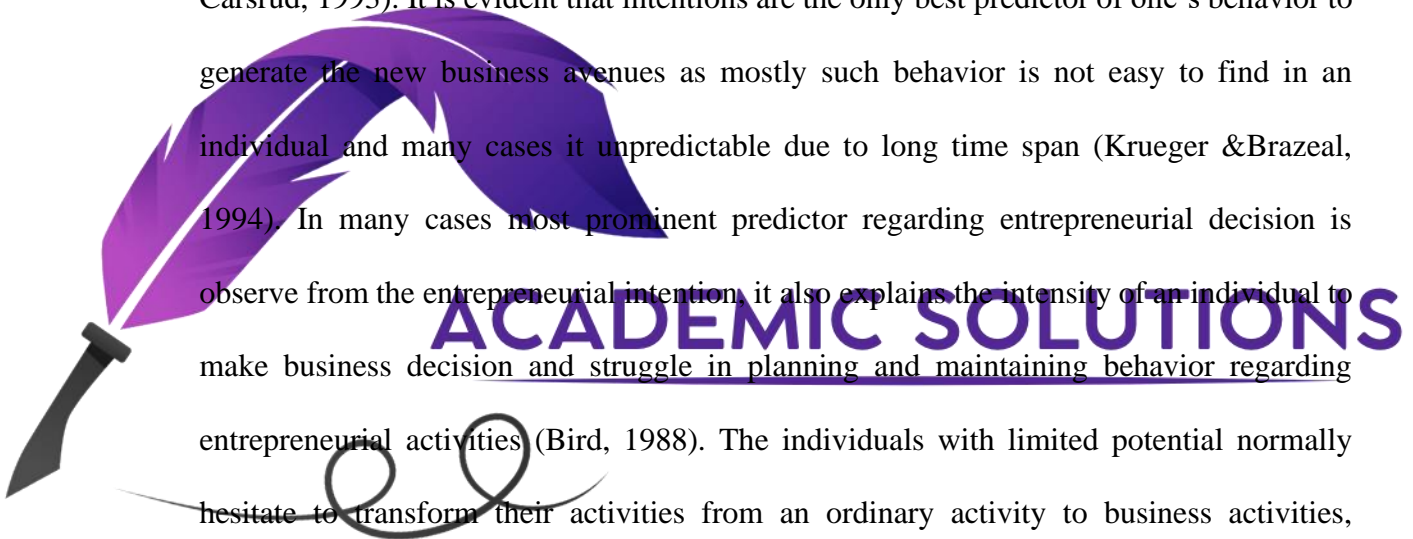
CHAPTER ONE: INTRODUCTION

1.0 Background

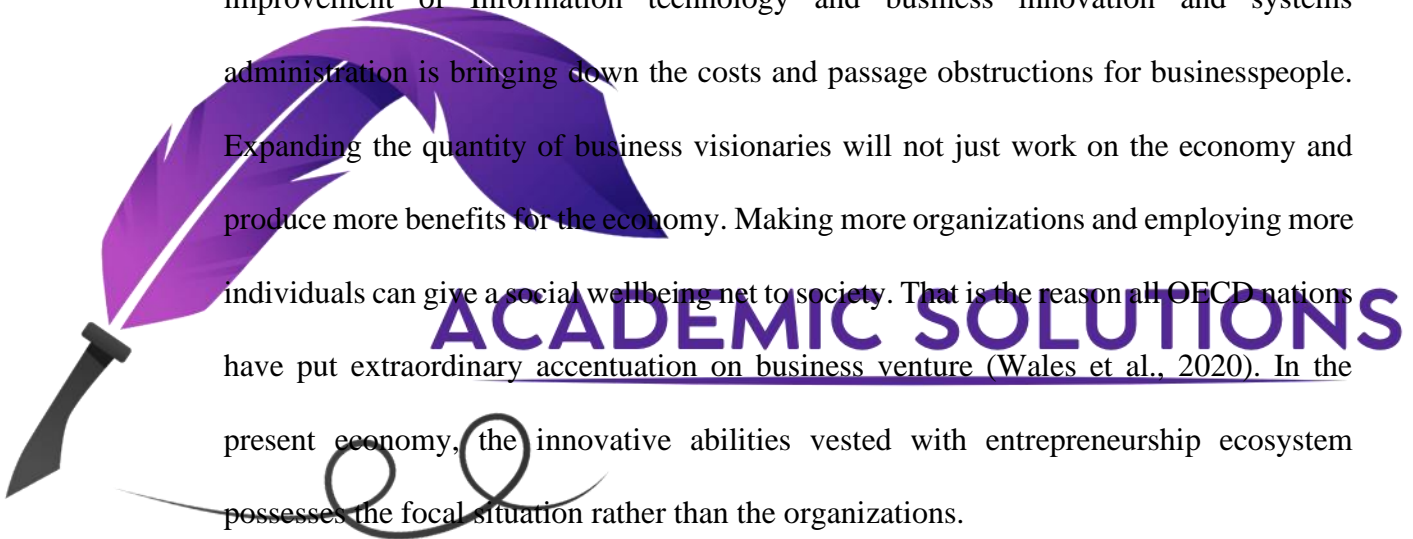
Entrepreneurship is one of the important and basic elements to augment the growing economy and establish a foundation for employment opportunities in less developed economies (van Praag and Versloot 2007). In this context many countries have placed simulator based entrepreneurial design in its priorities with these intentions that the economy with an entrepreneurial base can boost the economic indicators (Thurik et al., 2013 and Potter, 2007). One of the basic and prominent areas to evaluate of recent research in the field of entrepreneurial research is that only a small number of individuals want to grasp the new business ventures but among those very few take actions and get advantages of business ventures (Shane & Venkataraman, 2000). As the study of entrepreneurship is a rare field, it is difficult to gauge the nature and process complication in this field (Krueger & Brazeal, 1994). To grasp the answer of these inquiries it is necessary to study the behavior of an entrepreneur as an individual and it becomes very difficult in many inquiries (Wu, 2010). During the study of discussing and elaborating the study on entrepreneurship directly is not an easy job, and most part of literature on entrepreneurship explains indirectly the intentions to be an entrepreneur and the study on entrepreneurial intention that enhance an individual's behavior to germinate the business idea and then to execute the ideas by establishing a business entity (Schlaegel & Koenig, 2014).

As described by Krueger et al. (2000) that most activities of entrepreneurship are intention based, as at first the individual molds the behavior towards business activity means the behavior change occurs and then this intention molds that individual into an entrepreneur. At

the very beginning phase the individuals do not directly involve in business activities but remain most careful to make an investment (Stam & Scutjens, 2006). As discussed by Ajzen, 1991 in theory of planned behavior (TPB) that entrepreneurial intention are the key contributors to understand the process of entrepreneurship. As the behavior regarding entrepreneur is intentional, most of the researcher in the field of entrepreneurship are on the same page that entrepreneurial intentions are the predictors of the entrepreneurial activities. It is also very true that people cannot become entrepreneur at a fast pace but at initial stage someone has to boost the intention towards business activities (Krueger and Carsrud, 1993). It is evident that intentions are the only best predictor of one's behavior to generate the new business avenues as mostly such behavior is not easy to find in an individual and many cases it unpredictable due to long time span (Krueger & Brazeal, 1994). In many cases most prominent predictor regarding entrepreneurial decision is observe from the entrepreneurial intention, it also explains the intensity of an individual to make business decision and struggle in planning and maintaining behavior regarding entrepreneurial activities (Bird, 1988). The individuals with limited potential normally hesitate to transform their activities from an ordinary activity to business activities, especially when they have weak entrepreneurial intentions (Krueger et al., 2000). It is difficult to explain and indicate that which elements contribute most to effect the intention regarding entrepreneurial activities as one always hesitate to get involve in critical and risk oriented entrepreneurial journey when most individuals from the same society are not willing to adopt this risk oriented and difficult journey Schwarz et al. (2009). It is also one of the difficult processes to indicate the entrepreneurial intentions and to identify the indicators of entrepreneurial intentions.



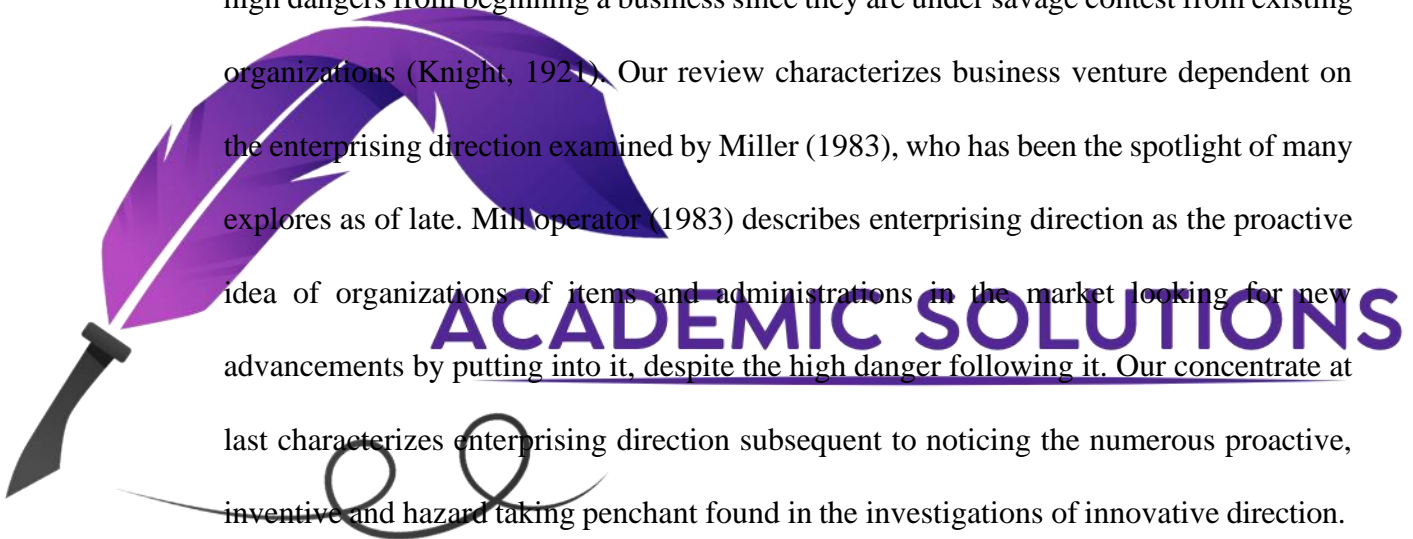
The entrepreneurial movement is the central formative instrument for advancement and development in financial manner, social versatility, and above all a rich cause of occupation creation, particularly the instance of agri-economy backed countries (Cho & Lee, 2018). It is provoking a generational change from the previous ideal models of, for example, consciousness of labor, the idea of work and executive management. With shift of work from corporation to small businesses, as enormous organizations lose the capacity to utilize more specialists, the size of mass joblessness increments with it. Youth joblessness is one of the most basic social issues in Pakistan. Nonetheless, the improvement of Information technology and business innovation and systems administration is bringing down the costs and passage obstructions for businesspeople. Expanding the quantity of business visionaries will not just work on the economy and produce more benefits for the economy. Making more organizations and employing more individuals can give a social wellbeing net to society. That is the reason all OECD nations have put extraordinary accentuation on business venture (Wales et al., 2020). In the present economy, the innovative abilities vested with entrepreneurship ecosystem possesses the focal situation rather than the organizations.



To begin a business, a businessperson/entrepreneur ought to have a capacity to recognize pioneering openings toward the start. Solely after getting enough monetary assets, HR and actual offices, businesspeople can create and sell labor and products. As a rule, it consumes most of intellectual resources and solid business intention is the demand to begin organizations. Business capacity is one of the key components that will prompt a fruitful business execution under profoundly dubious business conditions. Schumpeter (1911/34) contended that the main thrust to a financial turn of events and a social change

is advancement that annihilate the current items or markets irrelevant. This is likewise called 'creative destruction' and in the center of this movement is an imaginative businessperson. Likewise, Drucker (2014) said that business visionaries are those that sense changes later on and discover approaches to adjust to this change. Businesspeople who can utilize this change as a possibility will influence the usefulness of assets and procure innovative benefits (Malik et al, 2020). Kotler and Keller (2016) said business visionaries are those that settle on the sane choice to make benefits regardless of the dangers that follow with it. To achieve developments, businesspeople need to endure high dangers from beginning a business since they are under savage contest from existing organizations (Knight, 1921). Our review characterizes business venture dependent on the enterprising direction examined by Miller (1983), who has been the spotlight of many explores as of late. Mill operator (1983) describes enterprising direction as the proactive idea of organizations of items and administrations in the market looking for new advancements by putting into it, despite the high danger following it. Our concentrate at last characterizes enterprising direction subsequent to noticing the numerous proactive, inventive and hazard taking penchant found in the investigations of innovative direction.

A major inquiry overwhelmed in business venture research, strategy instrument is the reason just certain individuals see new business openings, and just certain individuals make moves to take advantage of the chances they do see by including in business activities (Shane and Venkataraman, 2000). Since business venture is uncommon, difficult to notice, not distinct, and includes capricious delays along with its tendency as a convoluted and long-life measure (Krueger and Brazeal, 1993), the response for that inquiry to completely comprehend individual pioneering conduct isn't not difficult to get,



regardless of whether unthinkable sometimes (Wu, 2010). To offer a source for better clarification and anticipating business venture, rather than straightforwardly noticing business activities, much writing on business venture centers around the idea of enterprising goal, seeing quite a bit of business venture as deliberate conduct and the arrangement of an aim to begin a business as a vital stage during the time spent establishing an association (Schlaegel and Koenig, 2014).

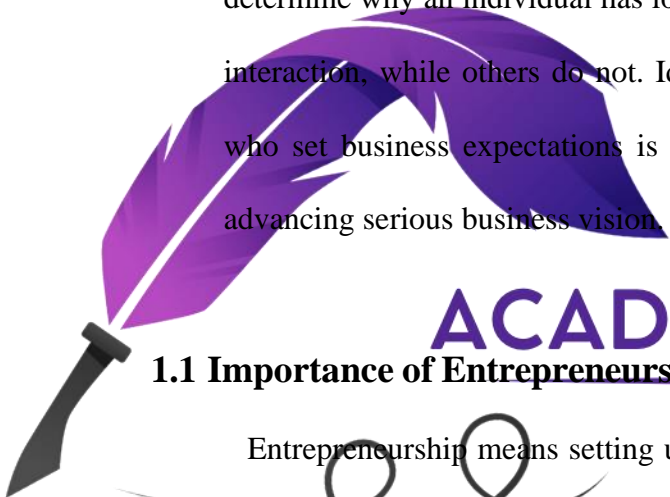
In a similar line, we discover set up pragmatic proof that somebody's aim to act towards something in a specific way is the clearest pointer of his real conduct. So here we urge that background of the study provides us the sound reasoning to understand in-depth the comprehensive concepts involved in, which explains the effect of Islamic values, entrepreneurial knowledge, and personal characteristics upon entrepreneurial intentions for emerging markets in South Asia specifically talking of Pakistan by unanimous explanation from university student's perspective.



ACADEMIC SOLUTIONS

To date, Krueger et al. (2000) clarified that business venture exercises are created on a purposeful and planned approach, which was started by business insiders with somewhat business purpose before becoming one. Stam and Scutjens (2006) talked about business intentions to prove that people would not amused to start new firms reluctantly, rather than, they would be very careful and time consuming on this alternative. Consider before As Aizen (1991) develops the Planned Practice Speculation (TPB), business intentions are a way of understanding the business cycle. Since entrepreneurial behavior is deliberate, numerous specialists concurred that it tends to be anticipated by entrepreneurial goal. All in all, individuals won't turn into a business visionary in an unexpected without specific triggers and above all, goal (Krueger and Carsrud, 1993).

Intentions have proven to be the outright best predictors of individual behavior, especially when the behavior is unusual, difficult to notice, or involves delays such as creating a new drive (Kruger and Brazil, 1994). As Bird (1988) points out, the closest indication of choosing to become a business visionary is business expectations, which indicate how prepared a person is and how much he or she wants to work hard in business behavior. Whether people have great potential or not, if they have no intention, they will stop making changes in business (Kruger et al., 2000). Hence, like Schwarz et al. (2009) Business research raises the question of which variables affect business objectives to determine why an individual has long been involved in a vague and dangerous business interaction, while others do not. Identifying business goals and getting to know those who set business expectations is an important step toward a distinctive approach to advancing serious business vision.



ACADEMIC SOLUTIONS

1.1 Importance of Entrepreneurship

Entrepreneurship means setting up, developing and being in charge of (or running) a business enterprise for the purpose of gaining profit by taking a handful of risks in the corporate world. Basically, entrepreneurs have ideas and they work to come up with a product or service that people are likely to buy, through creating an organization to assist those sales; while an entrepreneur has to face several riskier plays along their business venture, he also benefits from the rewards (profits) afterwards.

Entrepreneurship is crucial to economy of a particular country in today's world – it holds the power to enhance and refine the standards of living for people and bring about opulence in the economy (develop wealth). Entrepreneurs play the orchestra in bringing

change in the economy through innovation where latest products allow new markets to take place, especially in developing countries.

In Pakistan, the key components of entrepreneurship (i.e. risk-play and innovation) are severely hindered by the intrusive position of government in the market. Before political disturbance in the market, protection and subsidy policies decided the hero/winner in the marketplace but now, entrepreneurship in Pakistan has been diverged to favor the government. The current Government economic policy seeks to promote growth through a more mercantilism type of approach where domestic commerce is forsaken due to heavy regulations. Basically, the domestic commerce sector is forgotten in Pakistan. It either employs or has the potential to employ most of the poor population of Pakistan. If the Government deregulates this sector, it can be revived and hence be a strong anti-poverty strategy, providing job opportunities for the poor.

ACADEMIC SOLUTIONS

1.2 Entrepreneurship as a Pathway

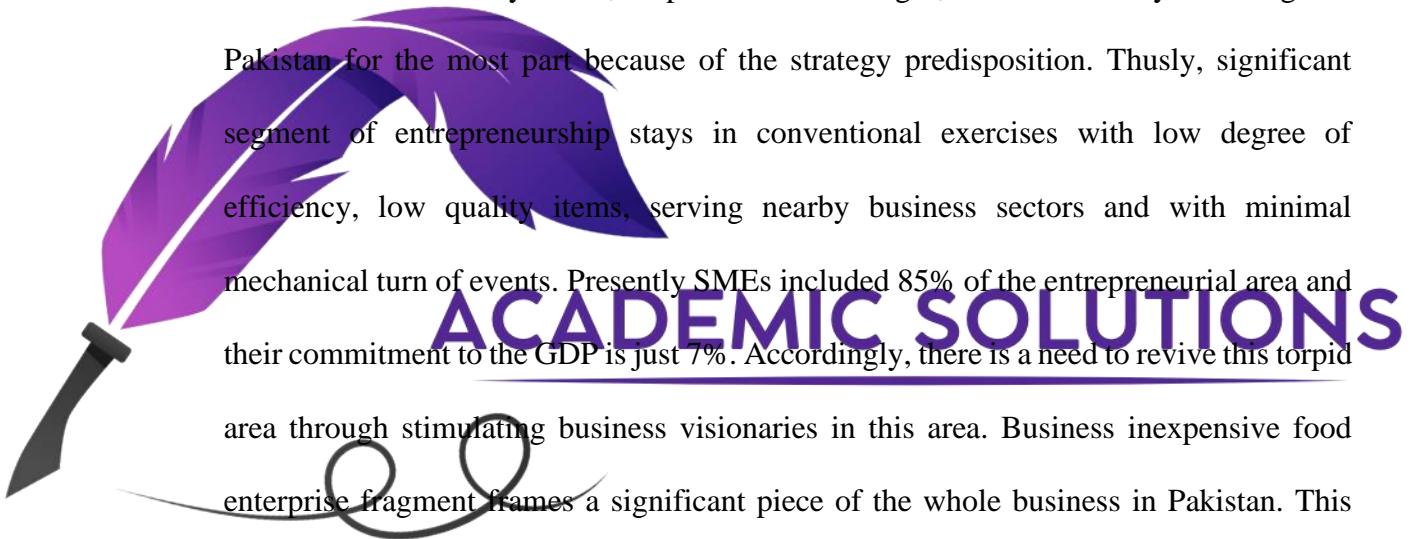
Besides business institutions, Entrepreneurship is also being addressed as a subject by various institutes like IT, Engineering etc. A speedy increasing growth rate of entrepreneurial education is the indication that students are eager to learn businesslike education and have tendencies toward a professional career that was not in practice in early stages. Higher education institutes must play its role to inculcate the businesslike tendencies in the mind of the students who are eager to learn entrepreneurial education (noise 1992). The institute of business studies must act as a business house and the

students by leaving the universities become the leading businessman or business manager of the future.

1.3 Research Motivation and Intellectual Flight

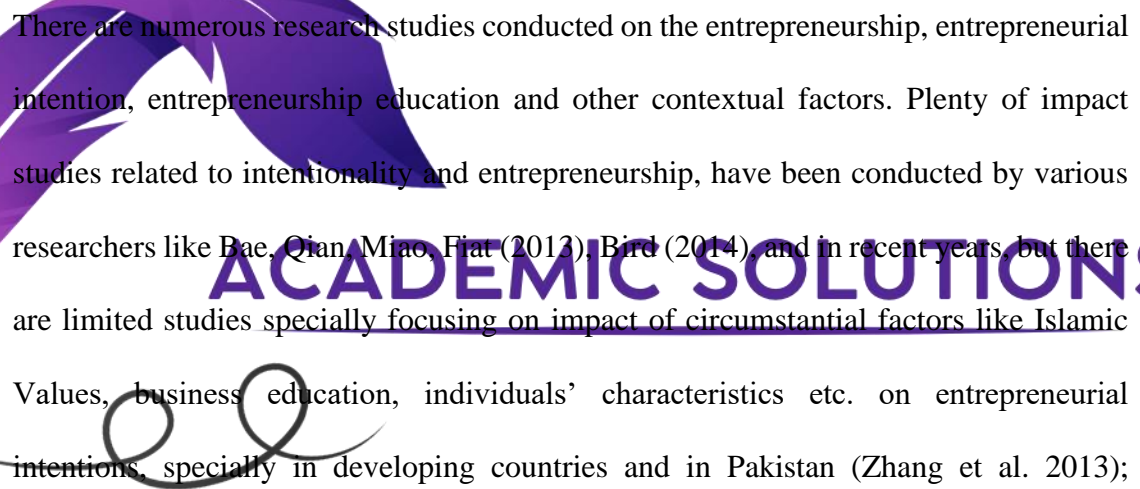
The fundamental inspiration for undertaking this review is that Pakistan is work bountiful and capital-scant country. Consequently, the most suitable procedure for the development of economy is through the development of entrepreneurship. It adds to GDP, expands open positions, well influences pay dissemination, lessens destitution level and works on way of life, despite these advantages, this area has stayed lethargic in Pakistan for the most part because of the strategy predisposition. Thusly, significant segment of entrepreneurship stays in conventional exercises with low degree of efficiency, low quality items, serving nearby business sectors and with minimal mechanical turn of events. Presently SMEs included 85% of the entrepreneurial area and their commitment to the GDP is just 7%. Accordingly, there is a need to revive this torpid area through stimulating business visionaries in this area. Business inexpensive food enterprise fragment frames a significant piece of the whole business in Pakistan. This specific section is quickly developing however this development occurring in the Western cheap food establishments and the quantity of neighborhood inexpensive food enterprises are only two or three thousand. The sensible result of such situation warrants an intentional approach-based help for the advancement of the neighborhood cheap food industry alongside establishing an empowering climate for the entrepreneurial development, extension and life span.

Hypothetically, very critical examination endeavors have been done at the worldwide level on subject of business venture and utilitarian and integrative entrepreneurial model



of entrepreneurial achievement have been created, out of which some have acquired wide acknowledgment. In any case, these entrepreneurial models are created in the western setting. In Pakistani setting, a tiny examination work has been done on business overall and business specifically. Thusly, there is a tiny measure of writing accessible in Pakistani setting. This review plans to give new understanding regarding this matter in the structure a model of entrepreneurial achievement of Pakistani entrepreneurship to advance entrepreneurial schooling in the country.

1.4 Knowledge Gap



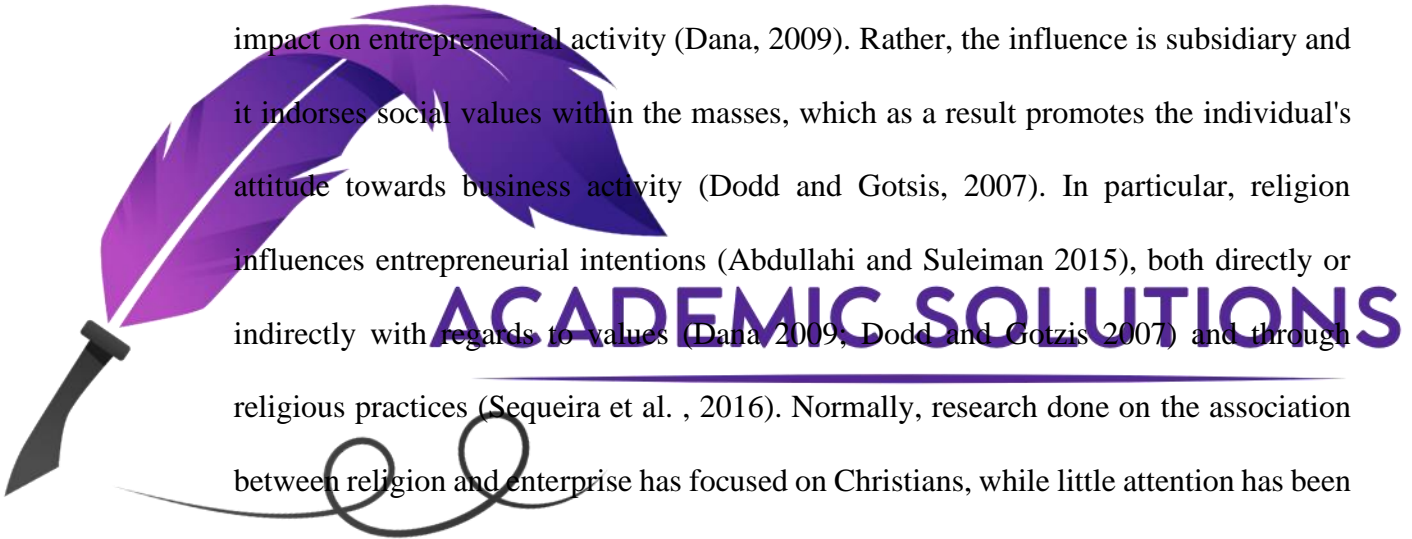
There are numerous research studies conducted on the entrepreneurship, entrepreneurial intention, entrepreneurship education and other contextual factors. Plenty of impact studies related to intentionality and entrepreneurship, have been conducted by various researchers like Bae, Qian, Miao, Fiat (2013), Bird (2014), and in recent years, but there are limited studies specially focusing on impact of circumstantial factors like Islamic Values, business education, individuals' characteristics etc. on entrepreneurial intentions, specially in developing countries and in Pakistan (Zhang et al. 2013); (Hussain & Norashidah, 2016)

The literature shows that there are several elements that influence the intentionality of becoming a businessman, and outcomes about the factors that foresee entrepreneurial intention vary by country and culture (Boulton & Turner, 2006; Moriano et al., 2011). Thus, practical studies are eagerly required to improve the relevance and precision of the outcomes. Or vice versa, in a given framework, the researchers had deliberately used various kinds of determinants to generate suitable models (Shinnar et al., 2012; Siu and

Lo, 2013). Thus, the recent study is also revealing a specific outline for the entrepreneurial intentions of the Pakistani university students.

Islamic Values

The connection between religion and free enterprise is crystal clear and can be traced back to Weber (1930) when he argued that a set of Christian's religion stimulates people's fiscal behavior. The current studies also reveal that religion has an influence on person's decision to enter into an enterprise activity (Audretsch et al., 2013; Nikolova and Simroth, 2015). It is also clarified by research that religion does not have a direct impact on entrepreneurial activity (Dana, 2009). Rather, the influence is subsidiary and it endorses social values within the masses, which as a result promotes the individual's attitude towards business activity (Dodd and Gotsis, 2007). In particular, religion influences entrepreneurial intentions (Abdullahi and Suleiman 2015), both directly or indirectly with regards to values (Dana, 2009, Dodd and Gotsis 2007) and through religious practices (Sequeira et al. , 2016). Normally, research done on the association between religion and enterprise has focused on Christians, while little attention has been paid to other religious communities (Carswell and Rolland, 2007; Dodd and Seaman, 1998). The Muslim civic is currently the second largest population in the world, accounting for 24.1% of the world's population (Pew Research Center, 2017). The Islamic value system is based on two aspects: values related to the relationship of the individual with God, and values related to the integrity of the community (Carswell and Rolland, 2007). Both aspects shape the attitude of adherents towards entrepreneurship (Dana, 2009).



Entrepreneurial Knowledge

Business knowledge is the process of empowering people to recognize business opportunities, as well as understanding, self-assessment, knowledge and skills to pursue them. This includes identifying opportunities, commercializing an idea, allocating resources in response to threat, and opening a business plan (Jones & English, 2004).

Voluminous studies suggest that the probable effects of the university students' education have three characteristics: the first relates to their personal development, which includes changes in attitudes and values; Secondly, bring a change in their abilities; And lastly, with the potential social implications (Wu and Wu, 2008).

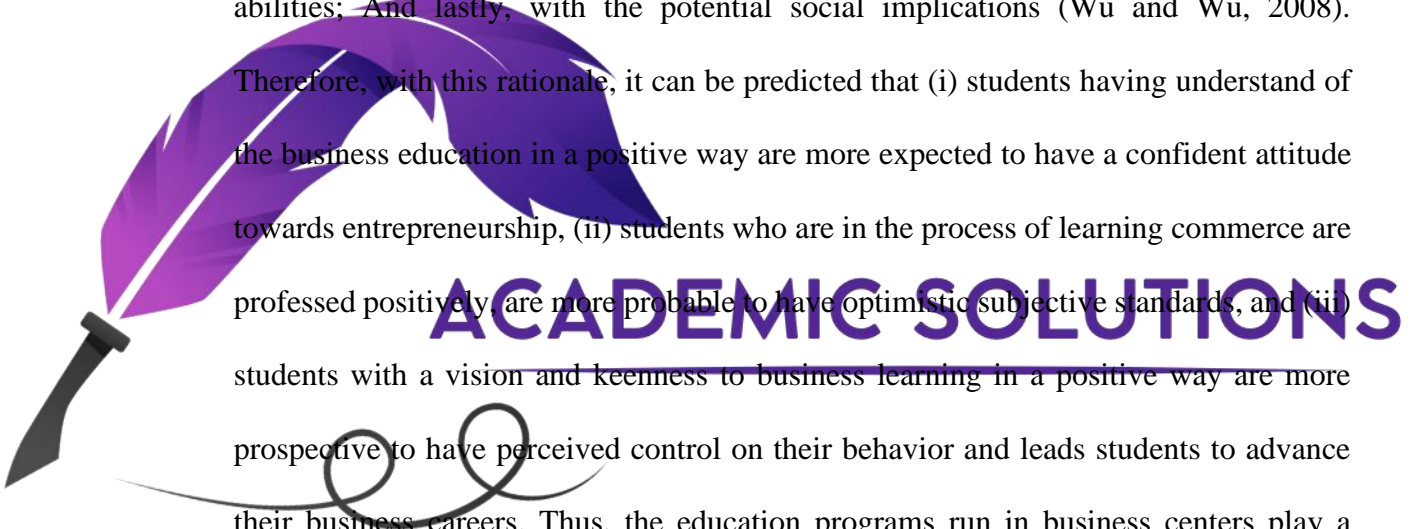
Therefore, with this rationale, it can be predicted that (i) students having understand of the business education in a positive way are more expected to have a confident attitude towards entrepreneurship, (ii) students who are in the process of learning commerce are professed positively, are more probable to have optimistic subjective standards, and (iii)

students with a vision and keenness to business learning in a positive way are more prospective to have perceived control on their behavior and leads students to advance their business careers. Thus, the education programs run in business centers play a

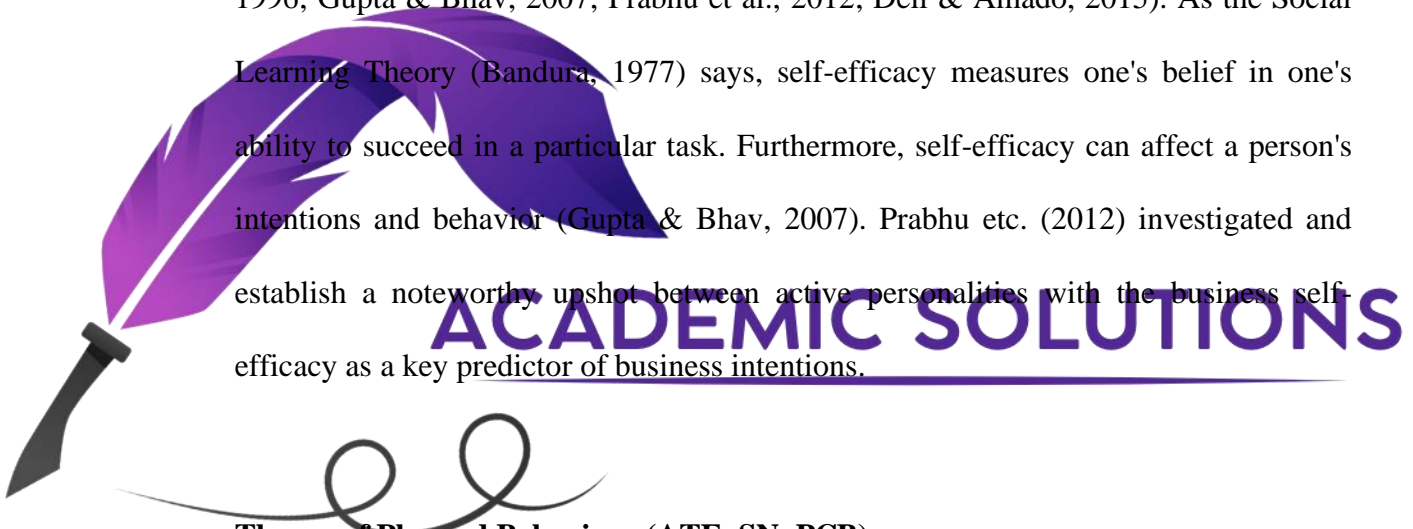
significant part in instilling and promoting business intentions in students. These opinions were presented in a study by Sundari (2014) and were approved. Vocational education should be described as a systematic formal intervention (Wu and Wu, 2008).

Personal Characteristics

Personal characteristics include a person's specific response to a situation, and personal beliefs seem to influence business (Rychlak, 1981). It reflects a person's abilities and shows how confident people feel as they move towards business. It also affects people's



self-efficacy, which comes from gradual experience (Bandura 1982, Boyd and Vozikis 1994, Linan 2008). Many scientists have used different personality traits in their research to evaluate their effects on business intentions. Success requires certain traits, location of control (Sesen, 2013) and as elaborated, The Big Five Traits (Zhao et al., 2010). In disparity to all of these qualities, a person's active personality (PP) has been proposed to be an operative feature in making career decisions, like beginning his own business (Seibert et al., 2001). A very few studies sustenance the suggestion that a positive affiliation exists between active personality and business intentions (Current, 1996; Gupta & Bhav, 2007; Prabhu et al., 2012; Dell & Amado, 2015). As the Social Learning Theory (Bandura, 1977) says, self-efficacy measures one's belief in one's ability to succeed in a particular task. Furthermore, self-efficacy can affect a person's intentions and behavior (Gupta & Bhav, 2007). Prabhu etc. (2012) investigated and establish a noteworthy upshot between active personalities with the business self-efficacy as a key predictor of business intentions.



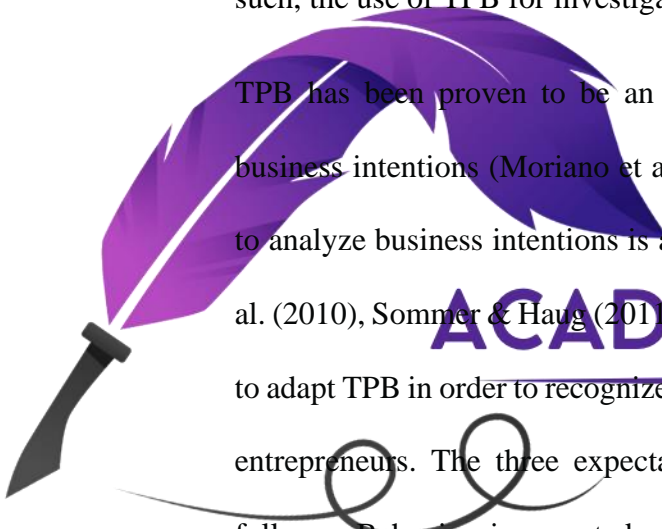
Theory of Planned Behaviour (ATE, SN, PCB)

The first feature of our scale is that it takes into account several factors influencing business intentions rather than one factor, as the current theory argues that when considering the scale of business intentions, different factors influencing research are different. There should be more focus on groups. This will allow research to take a more comprehensive and comprehensive look at the method of measurement (Hindle et al., 2009). Unlike other models, TPB offers a consistent and generally applicable theoretical framework that allows us to understand and predict business intentions, taking into

account social and personal factors (Kruger et al., 2000). - According to Angle etc. (2010), the TPB model is emerging as an important model of the business process for assessing business intentions. The model elucidates that complexity of the relationship and human behavior and its related determinant are inter-related. Moreover, he also determines that it is the human behavior which causes an intention, and that three composites directly hits the intention. We can also say that, these three factors have a direct influence on the intents of a person to behave. Additionally, Krueger et al. (2000) notes that entrepreneurship is the end result of considered and planned behavior. As such, the use of TPB for investigating business intentions is considered feasible.

TPB has been proven to be an result oriented model for learning and appreciative business intentions (Moriano et al., 2011; Van Gelderen et al., 2008). The use of TPB to analyze business intentions is available in various studies, for example, Kautonen et al. (2010), Sommer & Haug (2011) to name but in a little scale. Therefore, it was decided

to adapt TPB in order to recognize those factors that influence students' intent to become entrepreneurs. The three expectations of business intent are set out in the TPB as follows: Behavior is narrated as the gradation to which an individual receives a satisfactory or inappropriate assessment or definition of the behavior in an inquiry (Ajzen, 1991). A personal principle is defined as a person's own perception of what the most important public think they must or must not do the behavior under discussion (Fishbein & Ajzen, 1975). PBC is related to public's belief that they are in a position to perform the behavior under a study and their belief that their behavior can be controlled (Aizen, 2002).



ACADEMIC SOLUTIONS

Demographics

The factors of Demography are a part of our scale because these variables were already used in the literature to describe the sketch of general business (Robinson et al. 1991). Studies have sustained this view, finding that demographic factors influence intent (Boyd & Vozikis, 1999). In terms of gender, business owners are dominated by men in many countries (Scherer et al., 1990). Scott & Twomey (1988) found that respondents where their parents are owning a small business have a very high priority for self-employment and a very low priority for working in giant business setups. Matthews and Moser (1995) report a substantial relation between parental role models and the intentions for business. Kent etc. (1982) debated that an early work experience has an influence on the decision to become an businessperson, as well as the germaneness of experience and social impact (Davidson, 1995). That is why, we will consider in this study the eight control variables for proper analysis: which are age, respondents' gender, marital status, family location, occupation of parents and work experience, previous business experience, role model, and social activities.

With the changing pace of the economy, modern strategies and different ways of thinking are needed so that they can continue to grow their business through the development of final purchase intent. To this end, numerous studies have been conducted to explore various aspects of entrepreneurship since its inception as a new economic pillar (Schlaegel & Koenig, 2014; Zhang et al., 2014; Hassan & Wafa, 2014; Rodrigues et al. 2012; Fayolle & Liñán, 2014; Peterman & Kennedy, 2003; Noel, 2002; Tkachev & Kolvereid, 1999; Kolvereid & Moen, 1997; Upton et al., 1995) but Much of the research has focused on provoking the consumer for business reasons. Lack of

employment opportunities with the assumption of survival of the fittest creates space for business activities and thus leads to its heyday (Block et al., 2018).

Simply put, we can say that as soon as the business process starts, it gives rise to some scientific beliefs, and the scientific pathways accordingly affect the forms of psychological assessment (mental state). This trend of formation is still unfounded due to Islamic influences. Values, business knowledge and personal characteristics per person. Business Intentions in a Broader Social Context (Teng, Khong, Goh, and Chongqing, 2014; Harold, Sepila, Turkainin, and Sandquest, 2018; Universal, Jahan, Islamic, and Paul, 2018; Tian, Rivas, and Liao, 2019) , Considering the effects of risky reactions in an uncertain environment and the dating experience (Gursoy, 2019). Significant problems and gaps in previous eWOM literature have been bridged by the extension of the Theory of Planned Behavior (TPB) proposed by Aijzen, 1991.



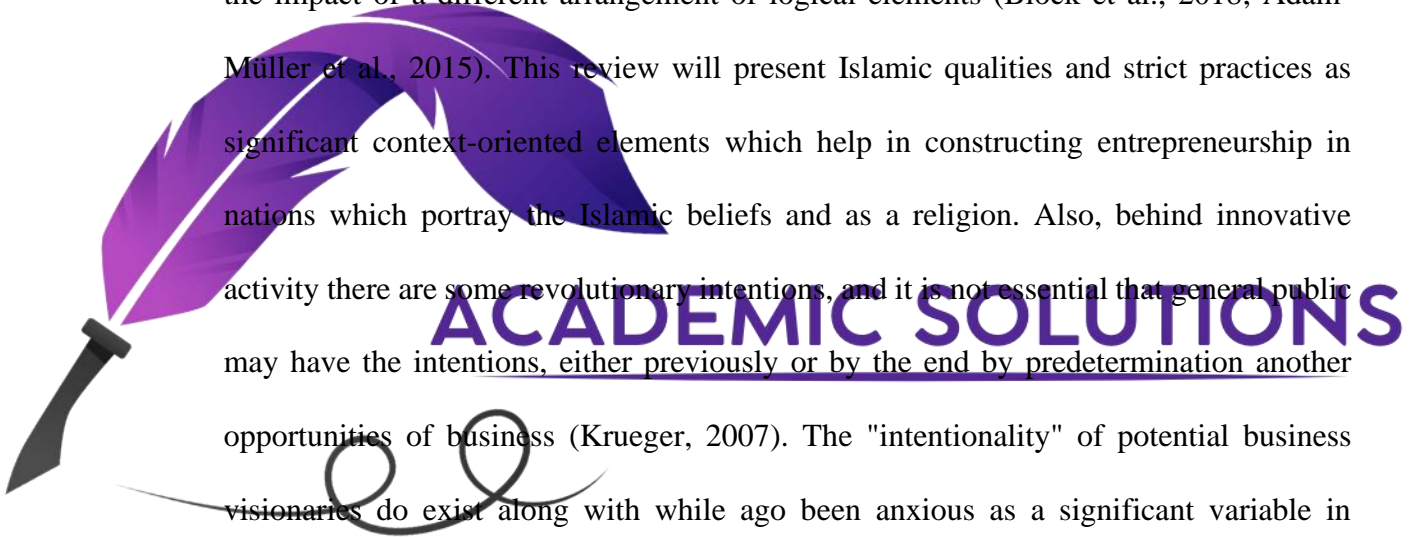
ACADEMIC SOLUTIONS

1.5 Problem Statement

The university students are considered as the mature people who understand, fascinate and learn business and management topics through formal education. With the availability of religious teachings and university coaching, they are taught about the business as a source of income and as a career. However, a very small portion of them are engaged in entrepreneurship and prefer to work in different organizations or doing some jobs. This research work tried to shed light on those reasons and to determine that why the students do not want to become entrepreneurs and are happy to accept the job as a career, despite attaining Islamic teachings and formal university education.

The main problem facing the country is the lack of business knowledge and the lack of a system that can nurture this knowledge among the seekers of knowledge. A related issue when a small system prevails is that the people who study the business, the goal was to develop business managers and business people, but many people with business skills want to run a business under the leadership of a business. They have to make choices, but they do not want to be entrepreneurs.

As of late, research on entrepreneurship has brought a higher accentuation on surveying the impact of a different arrangement of logical elements (Block et al., 2018; Adam-Müller et al., 2015). This review will present Islamic qualities and strict practices as significant context-oriented elements which help in constructing entrepreneurship in nations which portray the Islamic beliefs and as a religion. Also, behind innovative activity there are some revolutionary intentions, and it is not essential that general public may have the intentions, either previously or by the end by predetermination another opportunities of business (Krueger, 2007). The "intentionality" of potential business visionaries do exist along with while ago been anxious as a significant variable in considering the development of innovative undertakings (Bird, 1988). Thus in compliance with these assertions, this review will quantify the innovative goal and its influencing factors among the college understudies in an explicit setting of Pakistan, as college understudies are viewed as being on a basic defining moment since they should settle on vocation decisions and ways of life upon graduation.

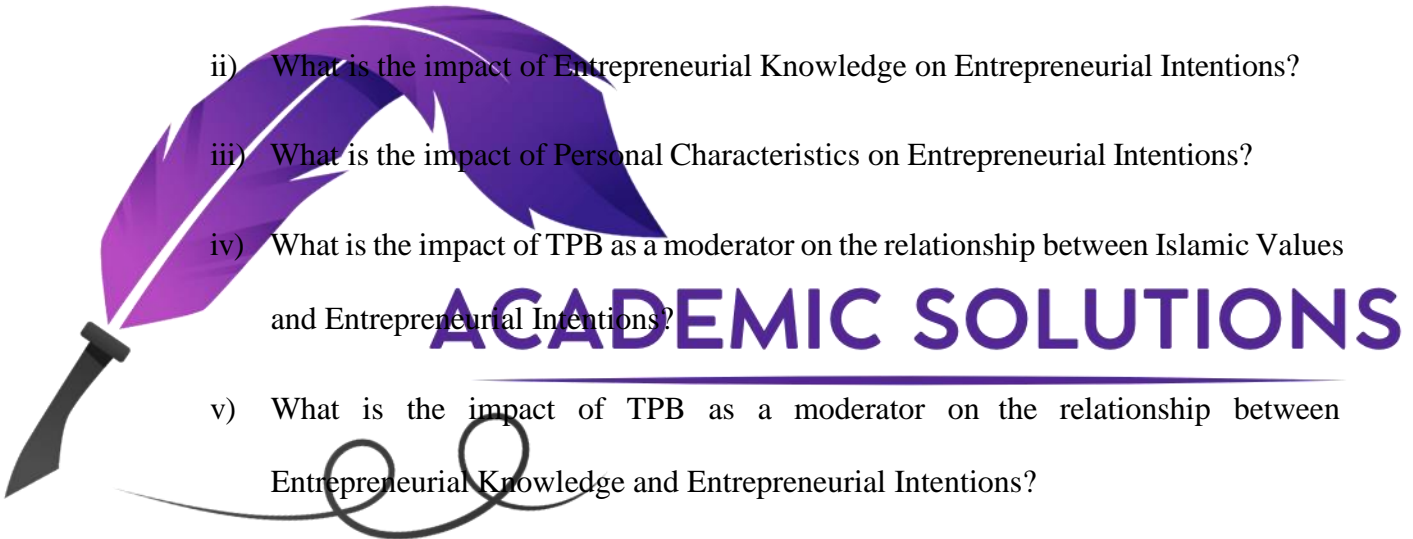


1.6 Research Questions

Despite the overwhelming importance of entrepreneurship not only nationally but internationally, the estimations related to entrepreneurial intentions are still lacking certainty. Therefore, this research has tried to focus on the factors having impact on entrepreneurial intention to make it significant enough for the potential entrepreneurs concentrating on this dominion and looking for a favorable return.

This study has tried to address the following questions:

- i) What is the impact of Islamic Values on Entrepreneurial Intentions?
- ii) What is the impact of Entrepreneurial Knowledge on Entrepreneurial Intentions?
- iii) What is the impact of Personal Characteristics on Entrepreneurial Intentions?
- iv) What is the impact of TPB as a moderator on the relationship between Islamic Values and Entrepreneurial Intentions?
- v) What is the impact of TPB as a moderator on the relationship between Entrepreneurial Knowledge and Entrepreneurial Intentions?
- vi) What is the impact of TPB as a moderator on the relationship between Personal Characteristics and Entrepreneurial Intentions?



1.7 Objectives of the Research

Earlier, academics have patrolled the secondary influence of Islamic Values, Entrepreneurial Knowledge and Personal Characteristics on Entrepreneurial Intentions in separate and various studies, but this study hassles an investigation of fundamental procedures that administer the anticipated effect of these three variables on the entrepreneurial intentions of students along with the moderating effect of the three components of Theory of Planned behaviour on the principal relationships.

Previously, researchers have explored the indirect effect of Islamic Values, Entrepreneurial Knowledge and Personal Characteristics on Entrepreneurial Intentions but this study entails an exploration of underlying processes that govern the predicting effect of these three variables on the entrepreneurial intentions of students. However, the effect of moderation on these relationship has not been rigorously studied.

Therefore the study tends to:

- i) Examine the correlation among Islamic Values and Entrepreneurial Intentions
- ii) Examine the correlation among Entrepreneurial Knowledge and Entrepreneurial Intentions
- iii) Examine the correlation among Personal Characteristics and Entrepreneurial Intentions
- iv) Examine the moderating effect of TPB on the relationship between Islamic Values and Entrepreneurial Intentions
- v) Examine the moderating effect of TPB on the relationship between Entrepreneurial Knowledge and Entrepreneurial Intentions

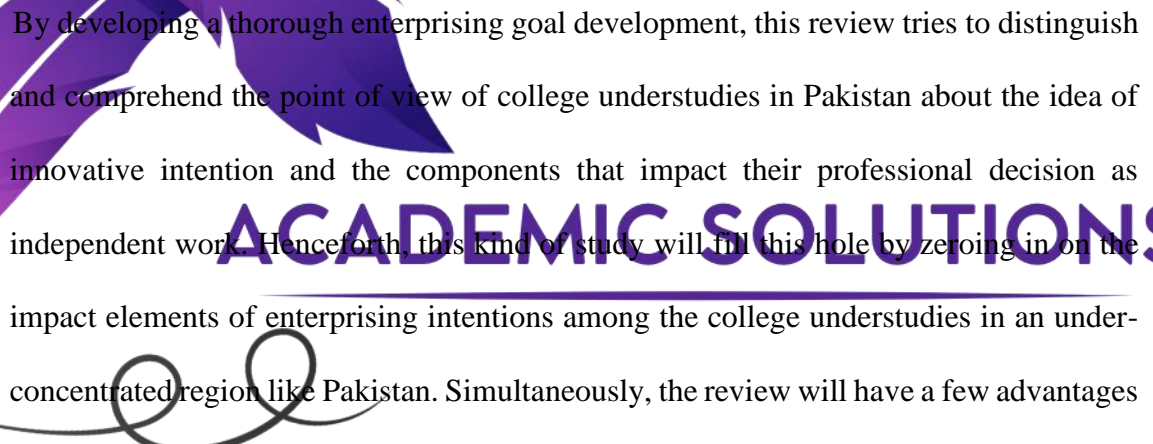


ACADEMIC SOLUTIONS

- vi) Examine the moderating effect of TPB on the relationship between Personal Characteristics and Entrepreneurial Intentions

And lastly, it also aims to make some contribution in the existing literature about entrepreneurial intentions by showing that the influence on entrepreneurial intentions is mainly due to religious values, education and personality, which shape the attitude towards entrepreneurship and thus influence entrepreneurial intentions of the university students.

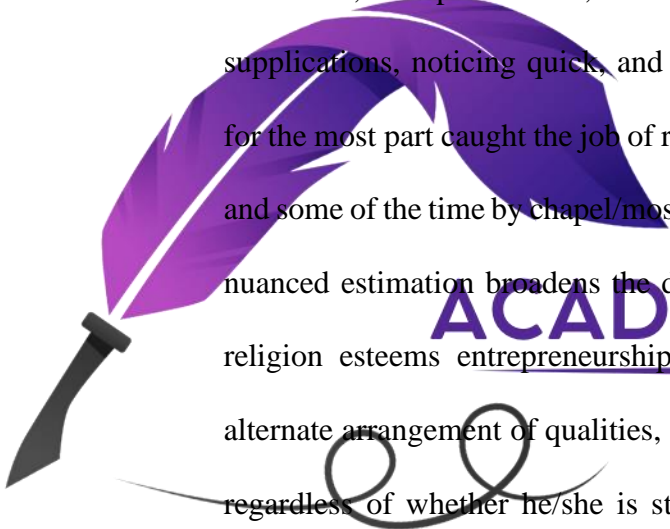
1.8 Significance of the Research



By developing a thorough enterprising goal development, this review tries to distinguish and comprehend the point of view of college understudies in Pakistan about the idea of innovative intention and the components that impact their professional decision as independent work. Henceforth, this kind of study will fill this hole by zeroing in on the impact elements of enterprising intentions among the college understudies in an under-concentrated region like Pakistan. Simultaneously, the review will have a few advantages for both the scholarly world and for supervisors in the training area. The examination will add to the writing on enterprising intentions of the college understudies since it incorporates, in the scholarly setting and inside the TPB model, individual components and context-oriented variables, showing the uncommon significance of pioneering intentions in the scholastic field and its relationship with Islamic qualities, instructive and character attributes. This examination additionally has pertinent ramifications for professionals and for strategy producers, who want to remember exploration and instructing for the most common way of assessing college execution and incorporate

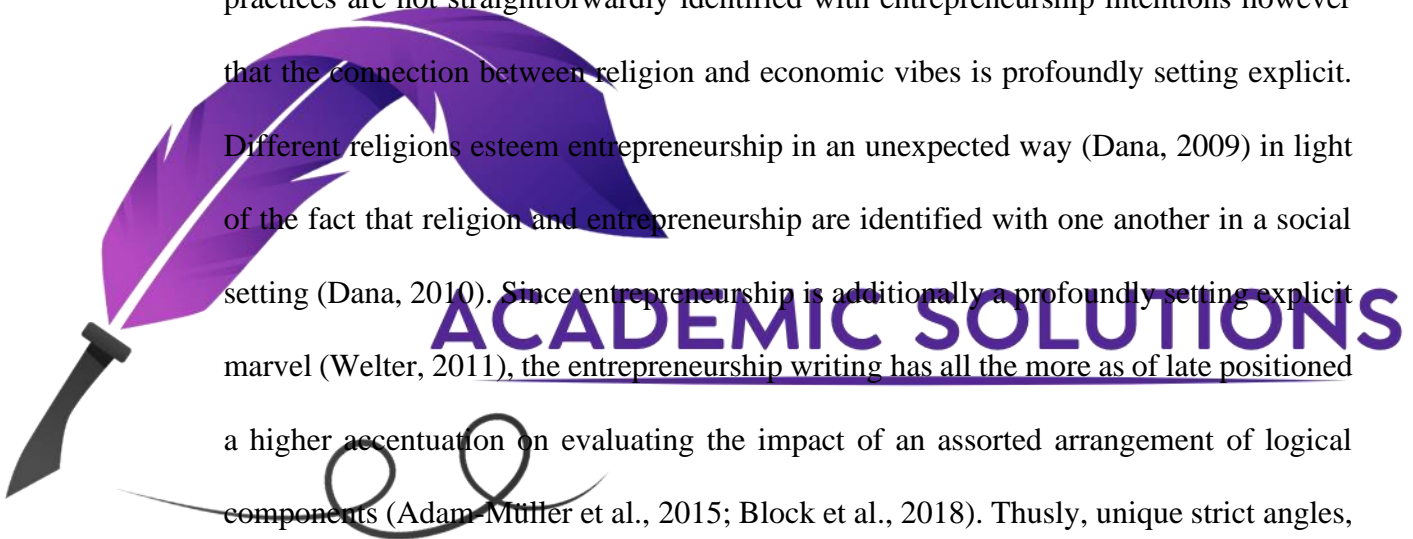
information move exercises (Etzkowitz et al., 2000). Subsequently, it is accepted that it will be helpful in distinguishing the fundamental determinants of EI in the Pakistani college understudies' specific circumstances.

The review has wide importance and commitments. In the first place, it utilizes an all the more fine-grained way to deal with evaluate the connection between Islamic religion and entrepreneurship. In particular, the review utilizes Islamic qualities (consideration, interview, collaboration, persistent self-analysis, appreciation, dedicated and ideal endeavors, compulsiveness, and obligation) and Islamic strict practices (offering supplications, noticing quick, and contributions giving). Conversely, past research has for the most part caught the job of religion just by strict association (Acheampong, 2017) and some of the time by chapel/mosque participation (Ratten & Ferreira, 2017). Our more nuanced estimation broadens the discussion of Dana (2009), who contended that each religion esteems entrepreneurship in an unexpected way, as every religion has an alternate arrangement of qualities, and an individual is impacted by those strict qualities regardless of whether he/she is strict. Also, it adds to the entrepreneurship intention writing (Fayolle and Liñán, 2014) by showing that the impact of religion on entrepreneurship intentions is mostly because of strict qualities and practices that shape the mentality towards entrepreneurship, which, thus, affects entrepreneurship intentions. Carswell and Rolland (2004) tracked down that partaking in strict exercises and strict qualities affect independent work. The concentrate likewise helps that it isn't religion itself, explicitly the Islamic religion, however the religion's qualities and the strict practices that shape the behavior towards entrepreneurship, which, subsequently, marks



ACADEMIC SOLUTIONS

entrepreneurship intentions. Past research shows that whether or not an individual is strict, it is the worth proliferated by the religion that affects people (Inglehart and Baker, 2000). It is affirmed that with regards to a country having Islam as a belief and practice, it isn't simply the alliance or legalism of persons yet in addition the Islamic qualities and investment in Islamic strict practices that shape the mentality, which hence impacts the entrepreneurship intentions of the understudies. Thirdly, it is presented that the setting of the Muslim group to the entrepreneurship writing. This concentrate additionally broadens the discussion of Dodd and Gotsis (2007), who contend that strict convictions and practices are not straightforwardly identified with entrepreneurship intentions however that the connection between religion and economic vibes is profoundly setting explicit. Different religions esteem entrepreneurship in an unexpected way (Dana, 2009) in light of the fact that religion and entrepreneurship are identified with one another in a social setting (Dana, 2010). Since entrepreneurship is additionally a profoundly setting explicit marvel (Welter, 2011), the entrepreneurship writing has all the more as of late positioned a higher accentuation on evaluating the impact of an assorted arrangement of logical components (Adam-Müller et al., 2015; Block et al., 2018). Thusly, unique strict angles, like strict qualities and practices, are significant in light of the fact that they influence day to day existence (Anggadwita et al., 2017). This review acquaints with Islamic qualities and Islamic strict practices as logical variables in entrepreneurship research, particularly in Islamic people groups.



1.9 Scope of Research Study

This review will give knowledge to future approach producers and organizers to contemplate this youthful age to take advantage of their ability and potential. They can

graph an arrangement, which gives them a stage to augment their imaginative and innovative thoughts. The opposition is mounting step by step in varying backgrounds and the same is the situation with business. It is turning out to be extremely difficult for the administrations to make occupations for planned labor force for the most part and youthful alumni explicitly. This youthful potential can be used provided that there is a solid enterprising approach is being made. Entrepreneurship will be the final hotel despite joblessness and youthful understudies will utilize this once in a lifetime chance to be effective businesspeople. This review will help and empower schools and colleges to comprehend the job of entrepreneurship in the occasions to come. The academicians, instructors, and college specialists need to think and reevaluate what is to be educated and how to instruct and to get ready more youthful ages for the impending difficulties. The review will make space for additional examination to investigate available resources to advance and energize business visionaries by and large and youthful understudies especially.



ACADEMIC SOLUTIONS

1.10 Structure of the Dissertation

As directed by Zuber-Skerritt and Perry (2002), the exploration takes on an organized methodology and is coordinated into of five chapters laid out in figure beneath.

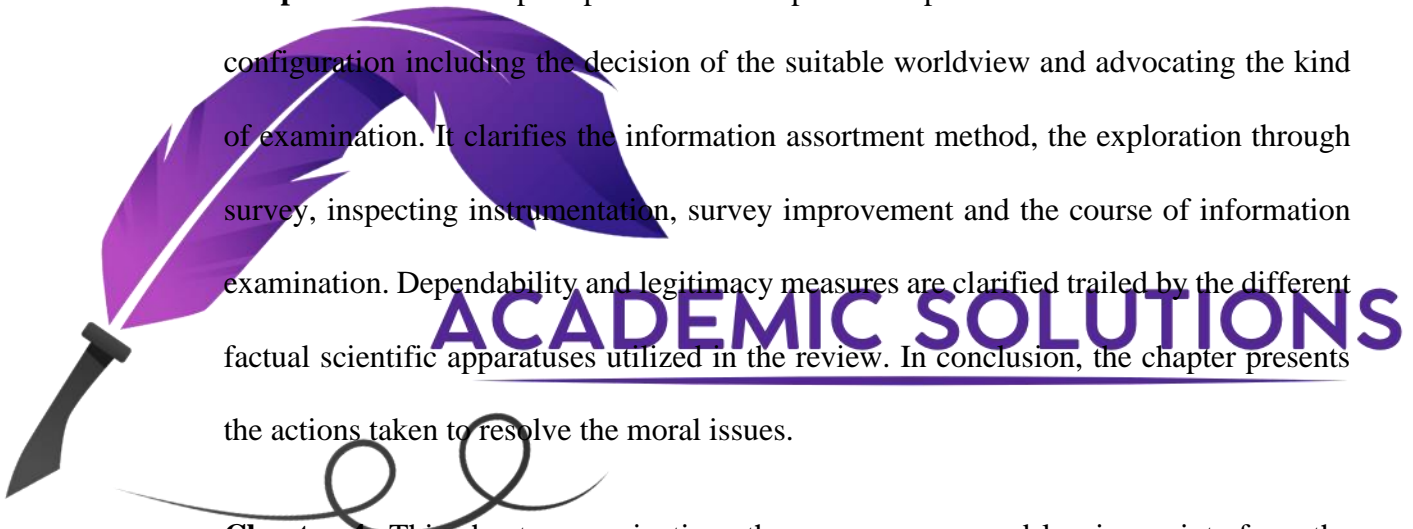
Chapter 1: This chapter gives the foundation to the exploration, legitimizes the direct of the review, portrays the examination issue and distinguishes the examination issues and fosters the exploration theories for the review. It likewise depicts the examination technique for the assortment and investigation of the information. The chapter at long

last records the functional meanings of the critical terms and the restrictions of the review.

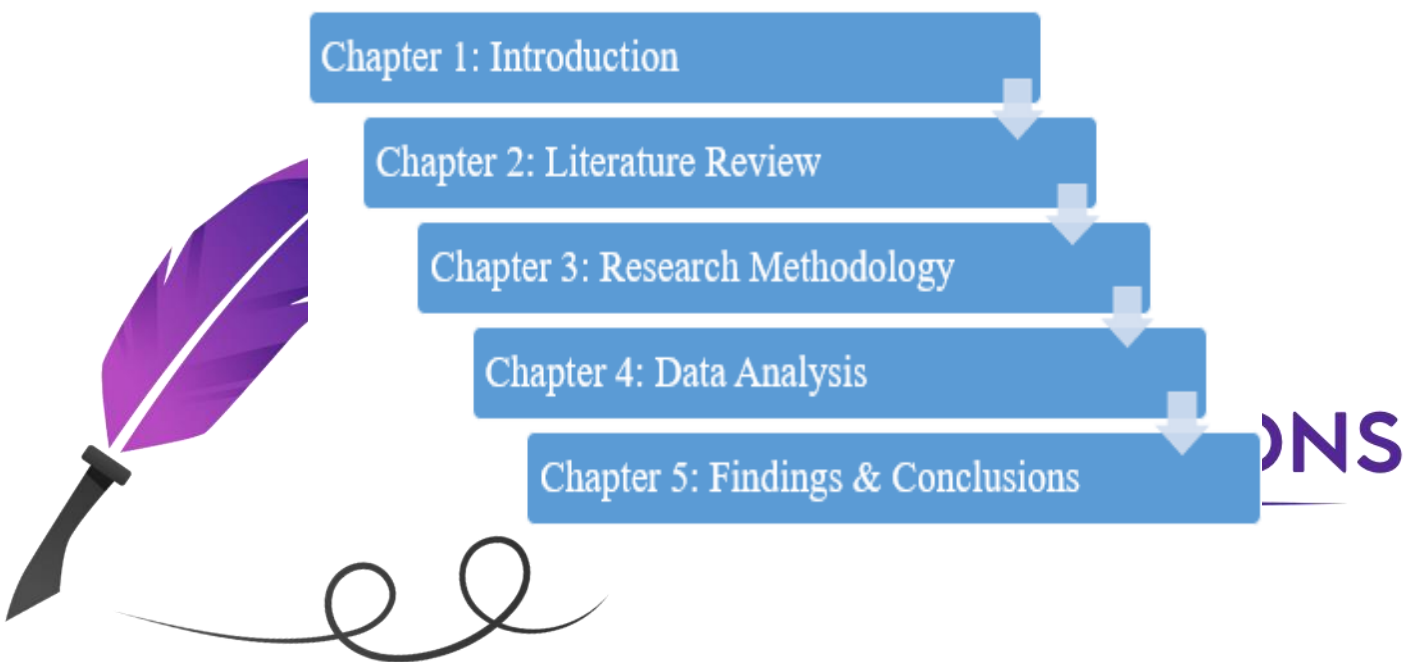
Chapter 2: This chapter starts with the systematic literature review and literary synthesis about the advancement of entrepreneurship, entrepreneurship schooling and pioneering intentions. It gives the subtleties of the parent speculations and the examination issue hypotheses. The holes in the current group of literature are distinguished and it closes with the improvement of a hypothetical system and speculations.

Chapter 3: This chapter presents the exploration procedure and research method configuration including the decision of the suitable worldview and advocating the kind of examination. It clarifies the information assortment method, the exploration through survey, inspecting instrumentation, survey improvement and the course of information examination. Dependability and legitimacy measures are clarified trailed by the different factual scientific apparatuses utilized in the review. In conclusion, the chapter presents the actions taken to resolve the moral issues.

Chapter 4: This chapter examinations the consequences and leaning points from the essential information gathered for the exploration. It starts with the information evaluating methods for actually taking a look at missing information, anomalies and ordinary circulation. Also, it presents and investigations the information from the suitable measurable examination. Elucidating insights is utilized to clarify the segment qualities of the respondents. Cronbach's alpha coefficient (α) is utilized to test the dependability of elements. Corroborative factor examination is utilized to test the proposed model through AMOS 16 to test the integrity attack of the model and the theories.



Chapter 5: The last chapter gives the end and ramifications of this exploration. It identifies with the exploration issue issues and the consequences of testing the proposed model and the speculations in the theory identifying with the significant hypotheses. The chapter additionally examines the ramifications of the exploration discoveries. It additionally gives commitments, proposals, restrictions on the review and ideas for additional exploration.



1.11 RESEARCH APPROACH

The claims will be tested in the Pakistani setting, alongside with the educational institutions identified to be nourishing centers of students. The self-governed surveys will be utilized to amass the insights from the objective masses by essentially illustrating them the background of the study and afterward will be requested to fill the surveys. Regression analysis, Aiken and West (1991) approach and Preacher and Hayes (2012) methodology will be run as per the explicit structure of the study problems.

CHAPTER 02



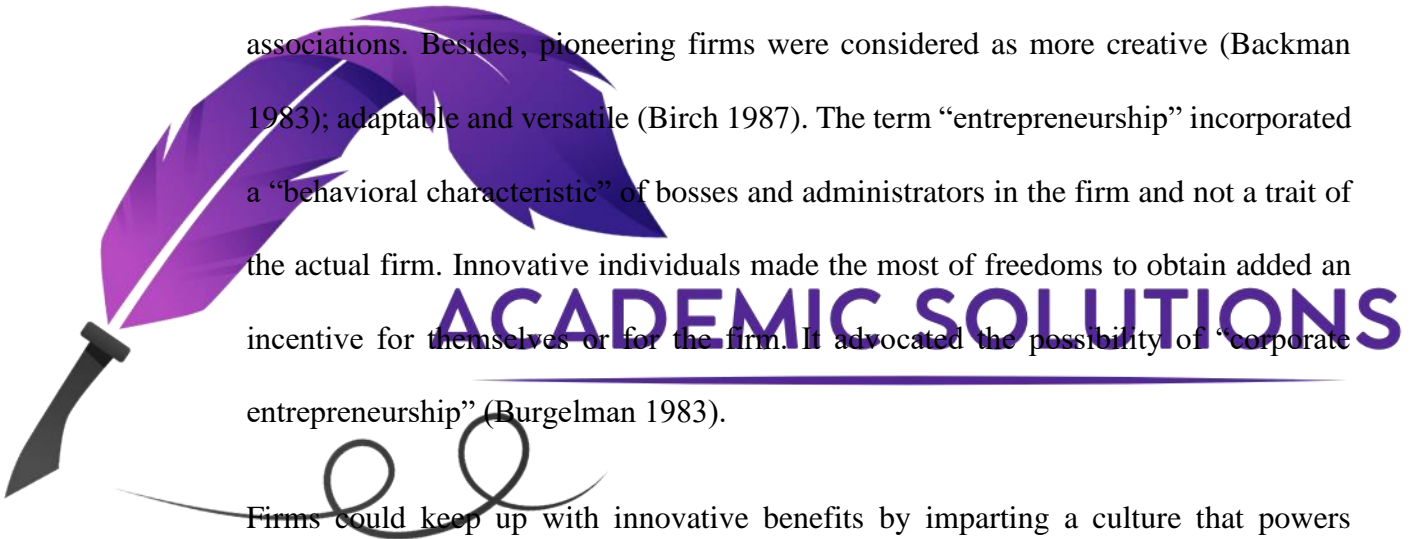
ACADEMIC SOLUTIONS

CHAPTER TWO: LITERATURE REVIEW

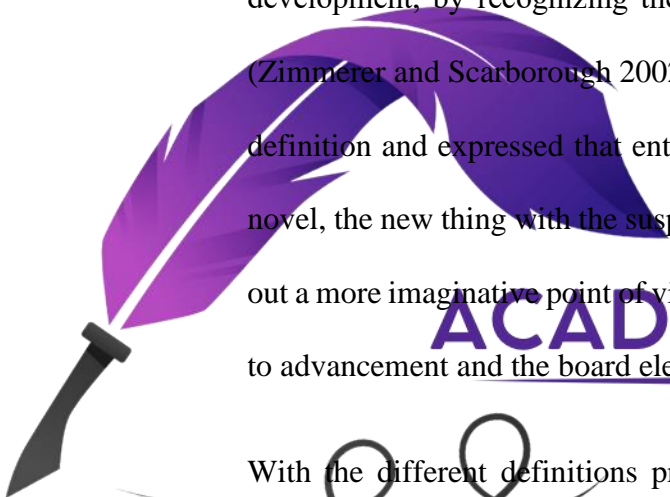
2.1 Defining Entrepreneurship

Exploration characterized “entrepreneurship” in two basic ways which featured a division. To start with, it was clarified as “a property or quality of the firm” Entrepreneurial firms were considered little (Aldrich and Austen 1986), quickly developing (Drucker 1985), natural and organization based, instead of unthinking or administrative (Birley 1986). The differentiation in the definitions unmistakably expressed that innovative firms were invaluablely contrasted with different types of associations. Besides, pioneering firms were considered as more creative (Backman 1983); adaptable and versatile (Birch 1987). The term “entrepreneurship” incorporated a “behavioral characteristic” of bosses and administrators in the firm and not a trait of the actual firm. Innovative individuals made the most of freedoms to obtain added an incentive for themselves or for the firm. It advocated the possibility of “corporate entrepreneurship” (Burgelman 1983).

Firms could keep up with innovative benefits by imparting a culture that powers enterprising conduct among the administrators and representatives in a firm in this manner, making a pioneering soul among its individuals (Krackhardt 1995). As pioneers and designers, business visionaries distinguished and took advantage of chances (Peterson 1985), and this was additionally clarified by Thompson (1999), that business visionaries need to acknowledge new freedoms and will have the option to follow up on them.



Entrepreneurship was characterized as the aftereffect of setting out new business open doors (Morris et al., 2020), and they could be subsequently changed over into attractive items and administrations (Volery & Schaper, 2004). The term was additionally characterized by Reynolds et al. (1999) as an endeavor of a new business or new pursuit creation, like independent work, another business association, or the development of a current business by an individual, a group of people or a setup business. A classical work explains it as “business visionary was named an individual who makes another business, however, faces hazard and vulnerability to accomplish benefit and development, by recognizing the chances and gathering the assets to exploit them” (Zimmerer and Scarborough 2002, p. 4). Hisrich et al. (2007) summed up the previous definition and expressed that entrepreneurship is the most common way of making a novel, the new thing with the suspicion of hazard and rewards. Sorenson 2007 checked out a more imaginative point of view and recommended that entrepreneurship is related to advancement and the board elements.



ACADEMIC SOLUTIONS

With the different definitions proposed by the analysts and researchers, arisen the favored meaning of “entrepreneurship”. It very well may be characterized as “a dynamic process of vision, change and creation”. It requires utilization of energy and enthusiasm towards the creation and execution of groundbreaking thoughts and intelligent fixes. It incorporates the eagerness to face challenges; to detail a compelling endeavor group; the imaginative expertise to marshal required assets; the essential ability to build a strong field-tested strategy, lastly to perceive the chance where others see as disarray, inconsistency and disarray (Kuratko and Hodgetts 2009, p. 5).

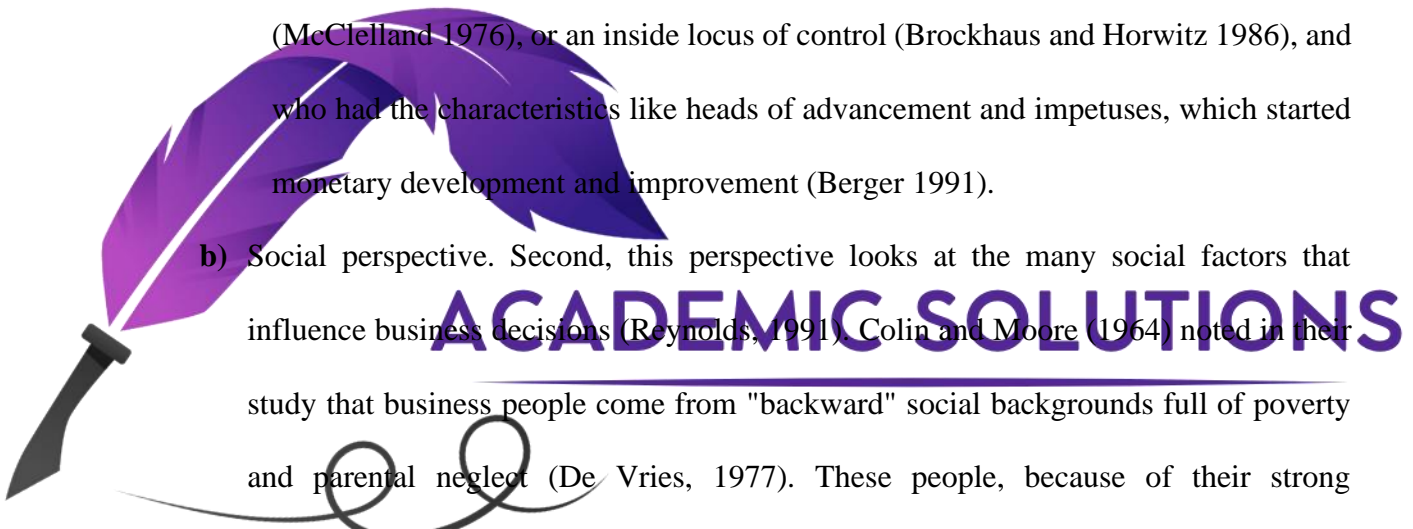
2.2 Perspectives of Entrepreneurship

Following is the bifurcation of the four main perspectives of entrepreneurship: psychology, sociology, cultural and economic:

a) **Mental point of view** First, the attention was on unmistakable attributes and uncommon mental qualities of a business visionary. There was a conviction that businesspeople had extraordinary qualities and perspectives toward work and life, and these required drives for the person to act in some ways. The characteristics included: affinity to hazard taking (Begley and Boyd 1987), high accomplishment (McClelland 1976), or an inside locus of control (Brockhaus and Horwitz 1986), and who had the characteristics like heads of advancement and impetuses, which started monetary development and improvement (Berger 1991).

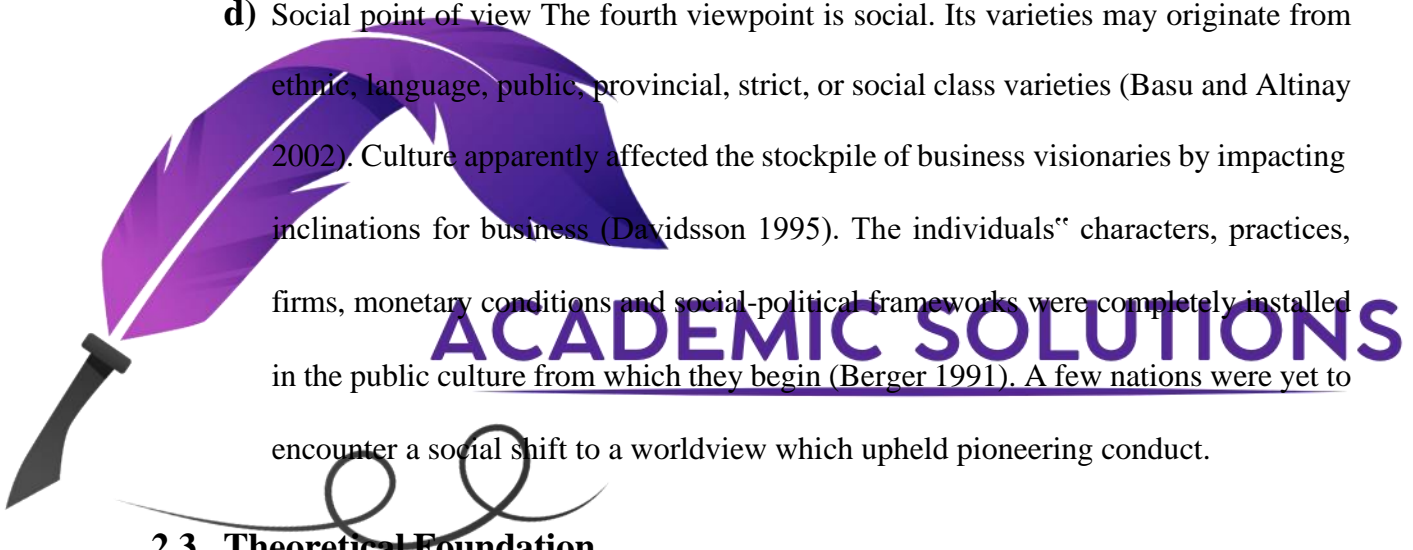
b) **Social perspective.** Second, this perspective looks at the many social factors that influence business decisions (Reynolds, 1991). Colin and Moore (1964) noted in their study that business people come from "backward" social backgrounds full of poverty and parental neglect (De Vries, 1977). These people, because of their strong upbringing, were encouraged to take up opposing jobs and start businesses when they grew up (Roberts & Wainer, 1968; Collins & Moore, 1970). The children of business people are thought to have a business career rather than work for others (Dyers, 1992). Social attitudes have also been associated with culture (Shane, 1993), social classes and ethnic groups (Aldrich & Waldringer, 1990; Light & Rosenstein, 1995). Which creates business attitude (Dyer Jr. & Gibb, 1994).

c) **Efficient viewpoint** Thirdly, the monetary viewpoint was seen as an action that would support or repress pioneering action. Pioneering exertion turned out to be eventually



the vital component during the time spent monetary development, in the financial hypothesis by Robert Solow (1994), which recognized mechanical advancement as the way to supported development. Innovation interest as increments to the profits of scale filled in as a component for accomplishing a course of supported monetary development (Romer 1986). Monetary development set out business open doors and thusly created „entrepreneurship“. The increment in the interest in labor and products was reflected in the probability that somebody would take advantage of the lucky break to begin a pioneering vocation (Aldrich and Zimmer 1986).

d) Social point of view The fourth viewpoint is social. Its varieties may originate from ethnic, language, public, provincial, strict, or social class varieties (Basu and Altinay 2002). Culture apparently affected the stockpile of business visionaries by impacting inclinations for business (Davidsson 1995). The individuals“ characters, practices, firms, monetary conditions and social-political frameworks were completely installed in the public culture from which they begin (Berger 1991). A few nations were yet to encounter a social shift to a worldview which upheld pioneering conduct.

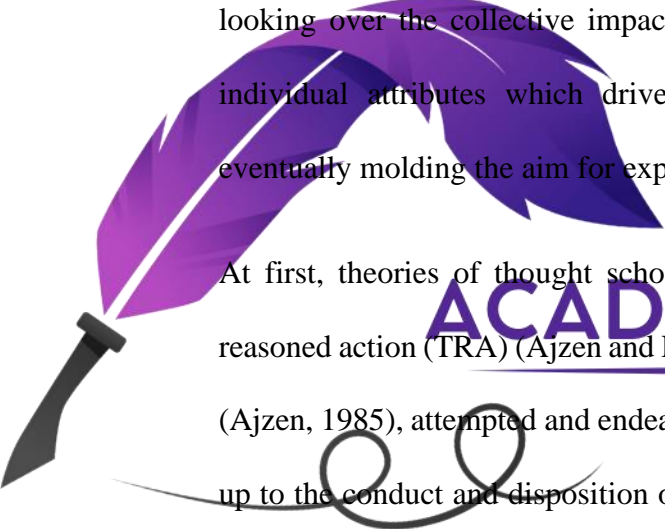


2.3 Theoretical Foundation

Entrepreneurship is a particular person that characterizes the businesspeople unique in relation to supervisors or representatives (Carland et al., 1984). Businesspeople are known to look for and take creative, proactive and hazard making moves. Contrasted with business visionaries, directors or laborers will in general stay away from the dangers implied with pioneering activities. Entrepreneurship is a characterizing normal for business visionaries who persistently look and distinguish new business openings and make new qualities for development (Brockhaus, 1980). Additionally, it is by and large

perceived that entrepreneurship is one of the main approaches to assemble abundance in an industrialist society. Entrepreneurship is a main impetus for financial development and social change.

Contingent upon various objects of studies and speculations, entrepreneurship has a large number of implications. Acknowledgment of qualities, information, and individual attributes by individuals is the beginning period of any business and this understanding would be valuable to find the strategy for the future new development. Along these lines, the reason for the review is to comprehend that how the innovative intentions work by looking over the collective impact of Islamic qualities, enterprising information, and individual attributes which drive clients' mentalities towards entrepreneurship for eventually molding the aim for explicit conduct.



At first, theories of thought school of psychology research, which is the theory of reasoned action (TRA) (Ajzen and Fishbein, 1992) and theory of planned behavior (TPB) (Ajzen, 1985), attempted and endeavored to respond to this mysterious inquiry. To adapt up to the conduct and disposition of people due to their objective and precise choice of accessible data, Ajzen and Fishbein (1980) fostered the hypothesis of contemplated activity. Conduct aim is the critical variable of the hypothesis instead of demeanor to foresee conduct. Their model catered attitude as the mediator. With the increasing hold of TRA in ascertaining the discipline of social sciences, questions arose about the adequateness of the theory certainly for the subjected discipline because of certain curbs. One of the major limitations was the feel with the people who have little power for their behavior and attitudes. Different aspects of behavior ranging from one of less control to one with great control were described by Ajzen (1985). To address these limitations, a

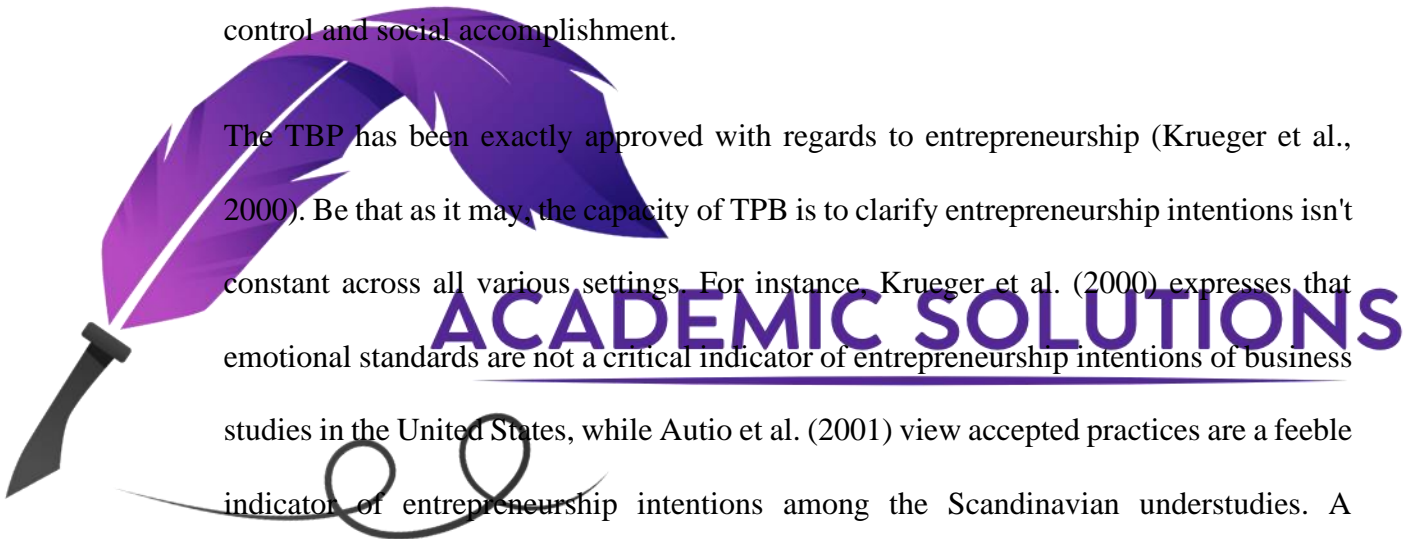
ACADEMIC SOLUTIONS

third element to the original theory was introduced as perceived behavioral control and resultantly a new theory evolved known as the theory of planned behavior (TPB).

TPB is the replacement of TRA and was utilized with the reason to redress the insufficiencies distinguished by Ajzen and Fishbein through their investigates. TPB recommends that inclusion in specific conduct is driven by a person's own goal to execute that particular conduct. The goal as per this hypothesis is a mix of perspectives, emotional standards, and discernments that whether the singular will effectively take part in the target lead or not. TPB additionally gives an immediate connection between saw conduct control and social accomplishment.

The TBP has been exactly approved with regards to entrepreneurship (Krueger et al., 2000). Be that as it may, the capacity of TPB is to clarify entrepreneurship intentions isn't constant across all various settings. For instance, Krueger et al. (2000) expresses that emotional standards are not a critical indicator of entrepreneurship intentions of business

studies in the United States, while Autio et al. (2001) view accepted practices are a feeble indicator of entrepreneurship intentions among the Scandinavian understudies. A potential clarification is that the exogenous apparatuses impact the connections declared by the TPB (Krueger and Carsrud, 1993). For example, in a business fire upsetting, Krueger et al. (2000) contend that specific life occasions (employment misfortune) can facilitate pioneering exercises, like other exogenous factors like admittance to capital, admittance to data, simplicity of working together, and social and social help. Besides, social help may impact entrepreneurship intentions through close to home mentalities (Anggadwita and Dhewanto, 2016). We accordingly attract on the TPB to clarify a singular's intentions towards free enterprise. Nonetheless, we present Islamic religion as



an unmistakable context-oriented factor that may impact the development of entrepreneurship intentions and that has gotten inadequate consideration in past research.

Scientists have accepted that discernment has an extraordinary prospective to make critical commitments to free enterprise contemplates (Mitchell et al., 2007). Academic models have a preferable logical limit over the characteristic and segment methodologies in entrepreneurship, as conduct is deliberated as an outcome of individual circumstance cooperation's (Linan et al., 2011). Luckily, intellectual mockups have the specialists intrigued to give the instruments for adding the logical comprehension of the pioneering profession choice and conduct (Baron, 2004). The pioneering goal is one of the most applicable components inside the person's intellectual cycle, prompting the beginning of another endeavor (Krueger et al., 2000). Innovative intentions can be characterized as the cognizant perspective that goes before activity and coordinates consideration towards an objective, for example, building up another business (Bird, 1998; Thompson, 2009).



ACADEMIC SOLUTIONS

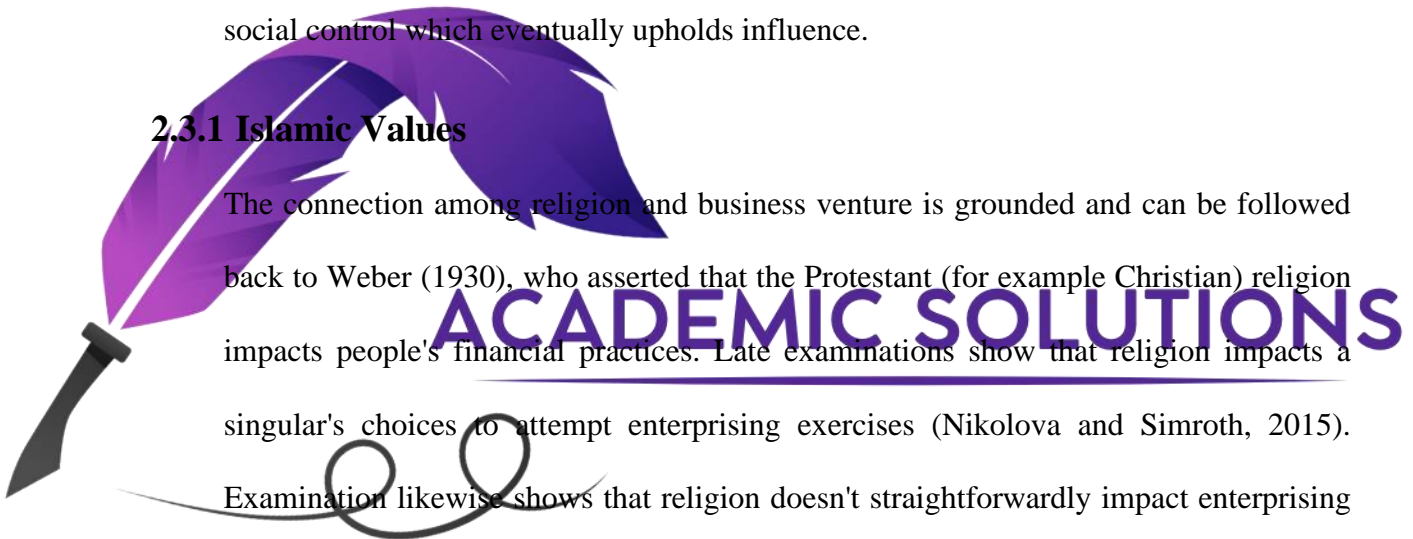
Outlining an objective to encourage a spearheading calling is expected the underlying stage in the customary long course of experience creation (Gartner et al., 1994). A couple of models are having endeavored to explain spearheading calling goals, for instance, the Entrepreneurial Event Model presented by Shapero and Sokol (1982), Implementing Entrepreneurial Ideas by Bird, (1998) and the Maximization of the Expected Utility by Douglas and Shepherd, (2002), are there to make reference with the coupling. Nonetheless, perhaps the most generally explored intellectual model is the TPB as initially proposed by Ajzen (1991). In this model, it is expected that innovative conduct is contemplated, controlled and arranged as in it face the reasonable results of conduct

being considered into account. The center factor in the TPB is, in this manner, the singular expectation to begin another business.

In acknowledgement of the affirmation of the arising pioneering area in Pakistan which eventually manages the questionable help climate, this review will broaden the hypothesis of arranged conduct (TPB) by incorporating factors that basically connects convictions to real conduct. Islamic qualities are related to abstract winning components and mentality while innovative information and individual attributes comparable to TPB are factors that are more connected with individual attributes and are alluded to apparent social control which eventually upholds influence.

2.3.1 Islamic Values

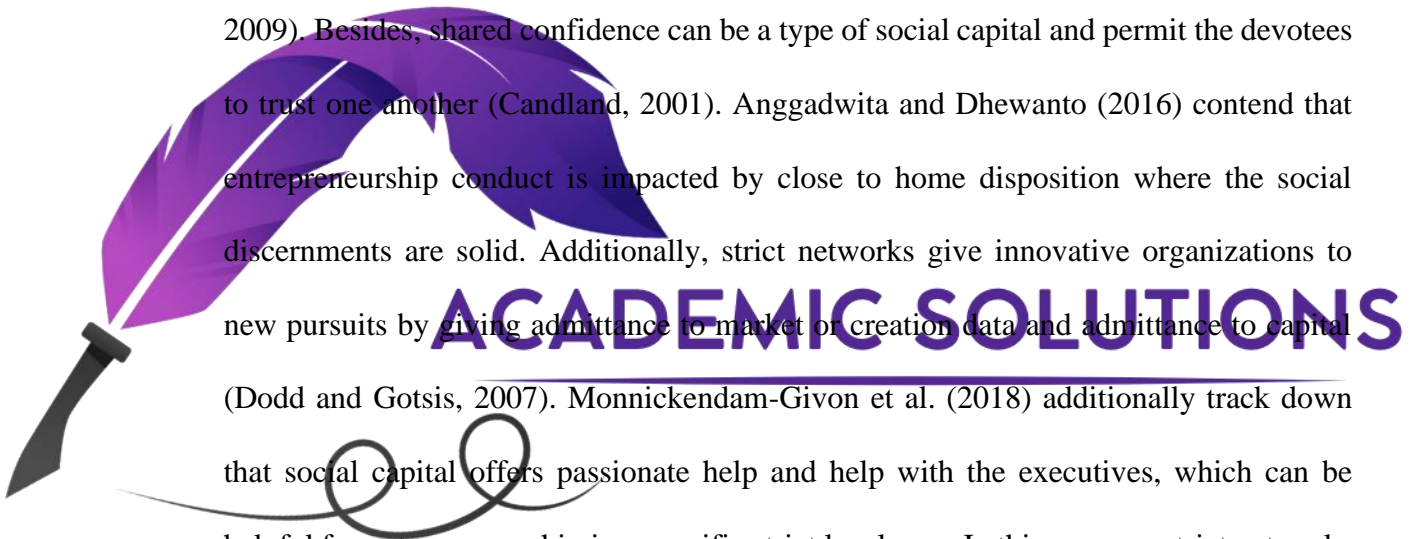
The connection among religion and business venture is grounded and can be followed back to Weber (1930), who asserted that the Protestant (for example Christian) religion impacts people's financial practices. Late examinations show that religion impacts a singular's choices to attempt enterprising exercises (Nikolova and Simroth, 2015). Examination likewise shows that religion doesn't straightforwardly impact enterprising exercises (Dana, 2009). Maybe, the impact is aberrant: religion advances cultural qualities inside a local area, which thusly advance a singular's demeanor toward business venture (Dodd and Gotsis, 2007). In particular, religion affects business venture expectations (Abdullahi & Suleiman, 2015), either in a roundabout way through qualities (Dana, 2009) at least 2007 straightforwardly through strict practices (Sequeira et al., 2016). Regularly, research on the association among religion and business venture revolves around Christianity, while other severe organizations have gotten deficient thought (Carswell and Rolland, 2007). At present, the Muslim people group is the second



biggest strict local area worldwide and includes 24.1 percent of the total populace (Pew Research Center, 2017). The Islamic qualities framework depends on two measurements: Values about the relationship of people with God and qualities which identify with local area soundness (Carswell and Rolland, 2007). The two measurements shape followers' disposition toward entrepreneurship (Dana, 2009).

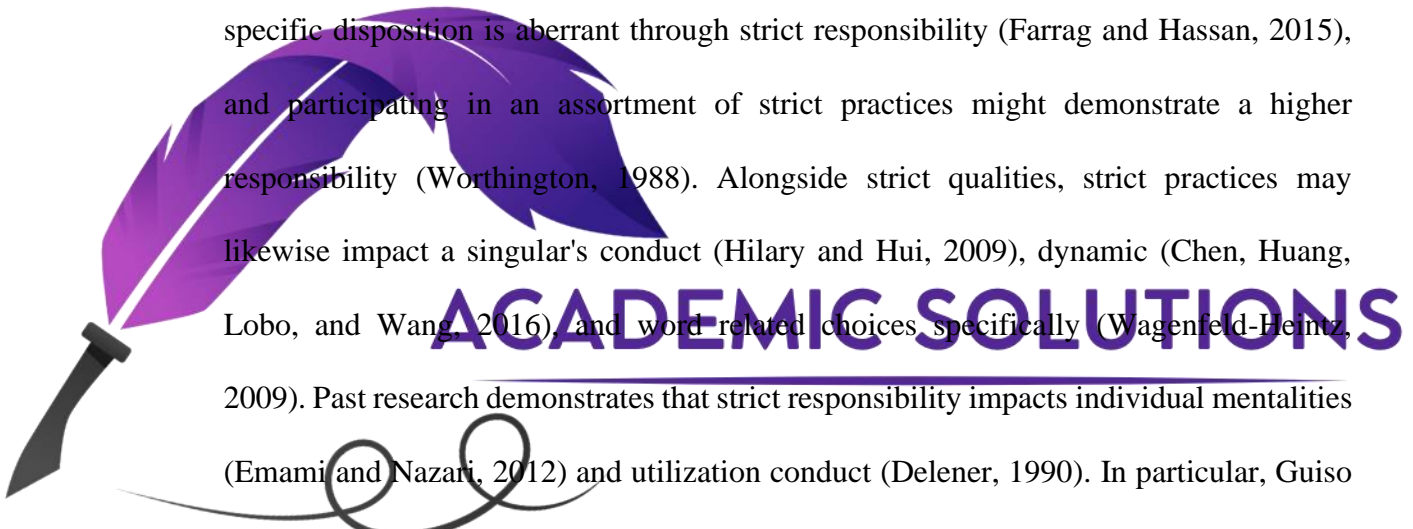
Islamic qualities frameworks depend on qualities about the relationship of people with God and on qualities that identify with local area cognizance (Carswell and Rolland, 2007). Both shape the demeanor of a specific local area towards entrepreneurship (Dana, 2009). Besides, shared confidence can be a type of social capital and permit the devotees to trust one another (Candland, 2001). Anggadwita and Dhewanto (2016) contend that entrepreneurship conduct is impacted by close to home disposition where the social discernments are solid. Additionally, strict networks give innovative organizations to new pursuits by giving admittance to market or creation data and admittance to capital (Dodd and Gotsis, 2007). Monnickendam-Givon et al. (2018) additionally track down that social capital offers passionate help and help with the executives, which can be helpful for entrepreneurship in a specific strict local area. In this manner, strict networks assume a pivotal part in entrepreneurship.

Generally speaking, Islamic religion urge its followers to be imaginative and dynamic business visionaries (Anggadwita et al., 2017). For instance, Islamic lessons energize the obtaining and change of information, which can cultivate inventiveness and pioneering abilities (Omri et al., 2017). In this way, Gümüşay (2015) believes Islam to be a pioneering religion since information interest in the general public spur the disciples of that society to seek innovative exercises (Parboteeah et al., 2015).



In certain networks, religion not just sustains the conduct of individuals (Nwankwo and Gbadamosi, 2013; Podgorny, 2012) yet additionally impact perspectives and practices (Mokhlis, 2009). Religions advance qualities in the public arena (Farid, 2007), and these qualities impact mentalities and conduct in the public eye (Talatappeh & Tavalae, 2016), dynamic and enterprising conduct (Gursoy et al., 2017).

Strict people will in general practice their religion on a standard premise. Such strict practices incorporate supplicating, going to strict spots (places of worship, mosques, and sanctuaries), fasting, and doing the required foundation. The impact of religion on a specific disposition is aberrant through strict responsibility (Farrag and Hassan, 2015), and participating in an assortment of strict practices might demonstrate a higher responsibility (Worthington, 1988). Alongside strict qualities, strict practices may likewise impact a singular's conduct (Hilary and Hui, 2009), dynamic (Chen, Huang, Lobo, and Wang, 2016), and word related choices specifically (Wagenfeld-Heintz, 2009). Past research demonstrates that strict responsibility impacts individual mentalities (Emami and Nazari, 2012) and utilization conduct (Delener, 1990). In particular, Guiso et al. (2003) show that strict practices impact the development of a demeanor that is helpful for the development of the economy. They additionally contend that people who take an interest in strict administrations (strict practices) routinely display a more grounded mentality towards entrepreneurship. Additionally, De Nobel et al. (2007) show that a "strict direction" is related with an inspirational perspective towards independent work since going to strict ceremonies and strict spots empowers organizing locally. Likewise, Altiney (2008) contends that the people who practice religion like to build up an organization inside the local area of other strict people. This might help in



distinguishing business openings and these strict networks regularly give important and reasonable connections to work, item, and market data (Dana, 2010). Also, commitment to routine strict practices can affect the proactive conduct of business visionaries and administrators on the grounds that the exhibition of routine practices can add to the improvement of hard-working attitudes for Muslims (Omri et al., 2017). Different religions separate strict practices from business exercises. Notwithstanding, in Islam, satisfying strict commitments and business exercises are interconnected (Hassan and Hippler, 2014). Besides, Muslim businesspeople believe their normal strict commitments to be an animating component in light of the fact that these are like self-checking exercises, which keep them in accordance with Islamic moral principles (Kayed and Hassan, 2010). In Islam, pioneering exercises are likewise considered as strict exercises somewhat on the grounds that they may help the local area by doing government assistance (Anggadwita et al., 2017). Strict practices may likewise impact demeanor (De Nobel et al., 2007), which is an indicator of intentions. Consequently, strict practices are the reason for comprehension and foreseeing mentality, and these practices are thought to impact entrepreneurship intentions through the demeanor towards entrepreneurship.

Wahab et al. (2016) tested and utilized the following Islamic Values in their research and found them to be valid and effective. These Islamic values are mentioned as below:

1. Benevolence
2. Competence
3. Cooperation
8. Responsibility
9. Self-discipline
10. Continuous self-criticism

4. God-conscious/piety

11. Consultative-cooperative

5. Gratitude

12. Competitive-cooperative

6. Hard work and optimal effort

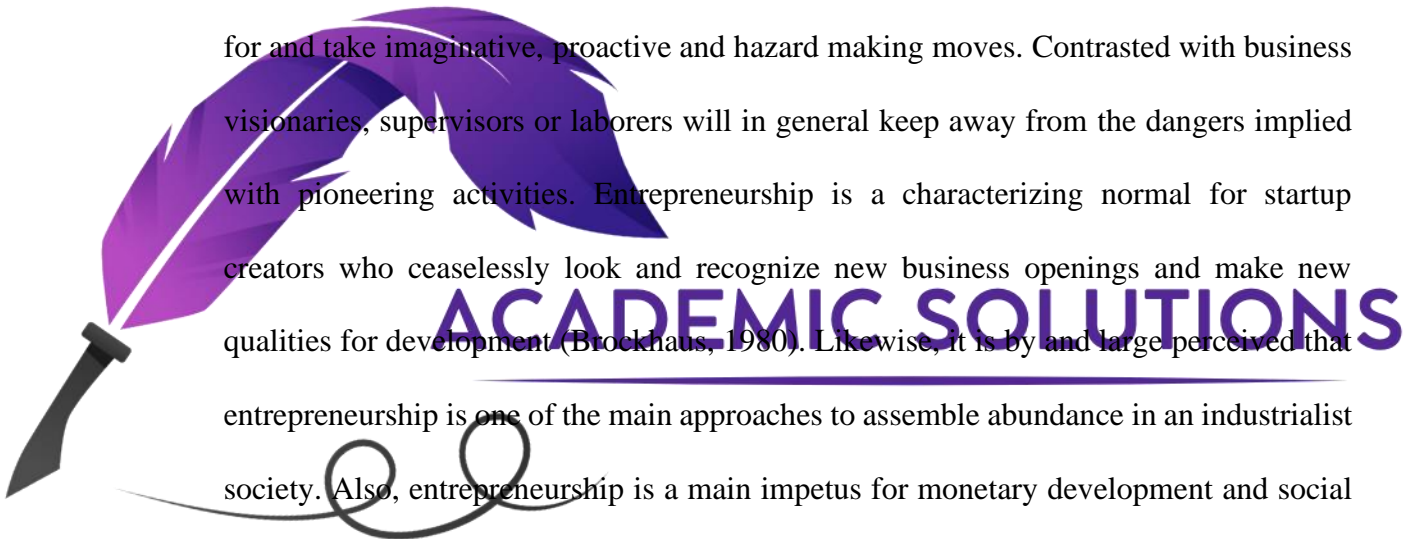
13. Patience-perseverance

7. Perfectionism

2.3.2 Entrepreneurial Knowledge

Entrepreneurship is a particular person that characterizes the businesspeople not quite the same as supervisors or workers (Carland et al., 1984). Businesspeople are known to look for and take imaginative, proactive and hazard making moves. Contrasted with business visionaries, supervisors or laborers will in general keep away from the dangers implied with pioneering activities. Entrepreneurship is a characterizing normal for startup creators who ceaselessly look and recognize new business openings and make new qualities for development (Brockhaus, 1980). Likewise, it is by and large perceived that entrepreneurship is one of the main approaches to assemble abundance in an industrialist society. Also, entrepreneurship is a main impetus for monetary development and social change (Schumpeter, 1934). Contingent upon various objects of studies and speculations, entrepreneurship has a huge number of implications.

McClelland (1961) proposed that the individuals who decide to begin a business like to seek after testing objectives, work autonomously and look for testing errands that are hard however conceivable. He guaranteed people who have high requirement for accomplishment (N-Ach) will in general become business visionaries and searched for exact proof to help his contention. It is realized that business visionaries tend to not

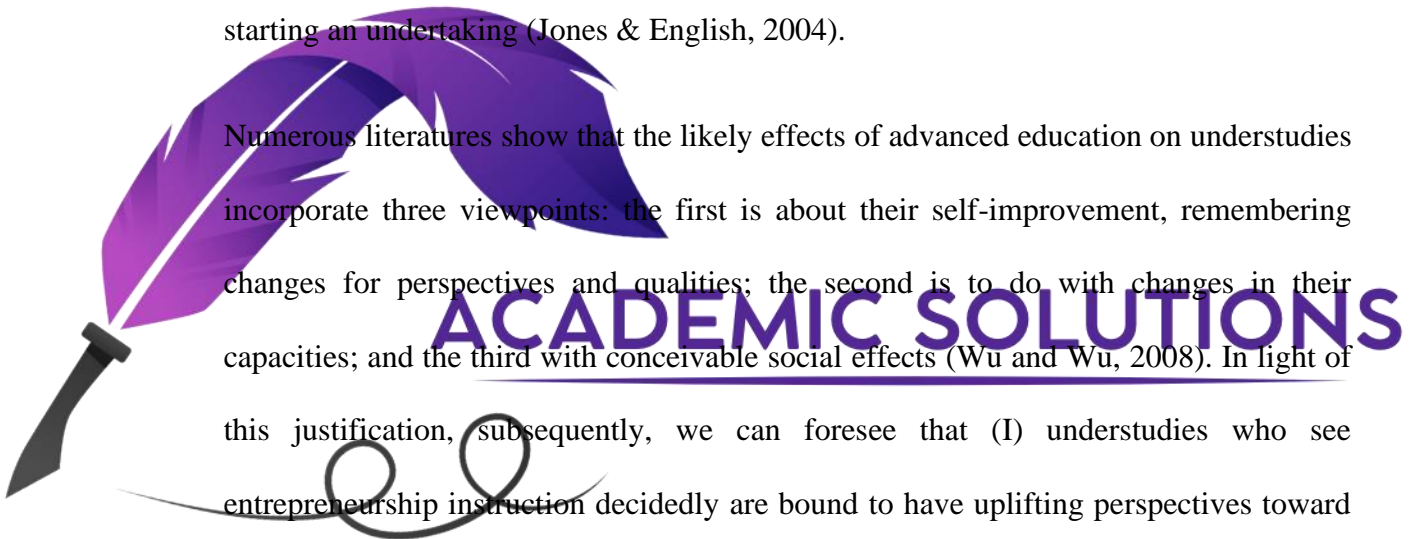


generally seek after high dangers however may endure the dangers in case they are unavoidable in one's assignments (Brockhaus, 1980). As a business visionary, limit hazard, however, recognize the danger in organizations and to impart it to other people while attempting to take advantage of lucky breaks under vulnerability.

Innovative instruction is the most common way to furnish people with the dimensions to observe business openings and the understanding, confidence, information and abilities to follow up on them. It remembers guidance for a promising circumstance acknowledgment, commercializing an idea, marshaling assets even with hazard, and starting an undertaking (Jones & English, 2004).

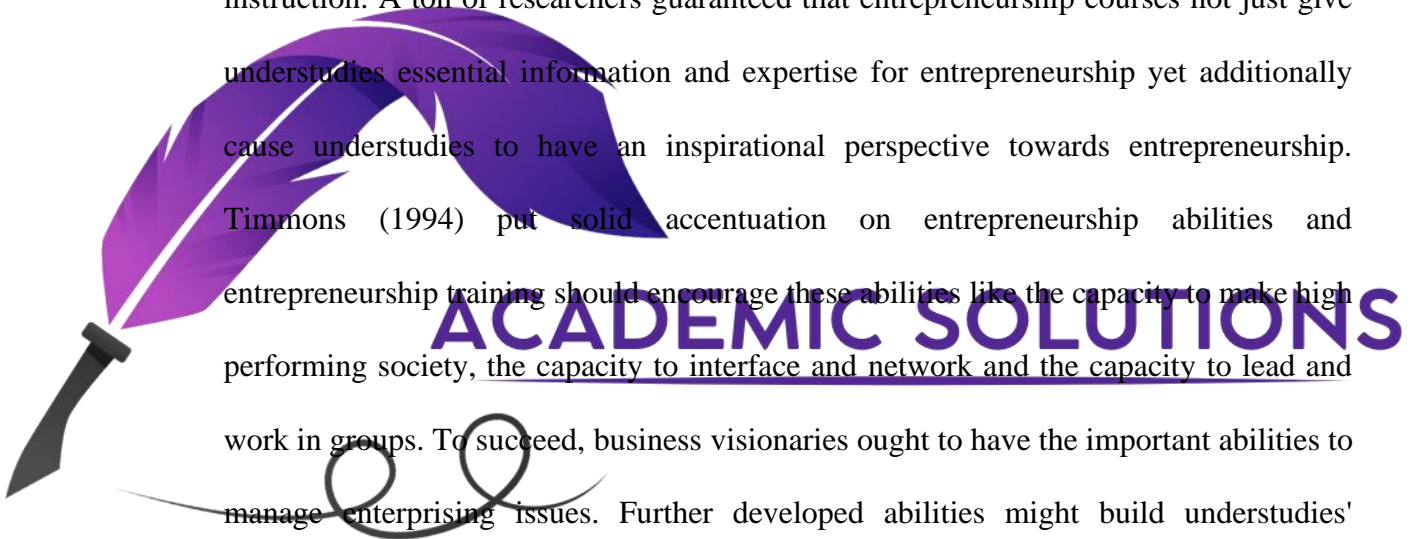
Numerous literatures show that the likely effects of advanced education on understudies incorporate three viewpoints: the first is about their self-improvement, remembering changes for perspectives and qualities; the second is to do with changes in their capacities; and the third with conceivable social effects (Wu and Wu, 2008). In light of

this justification, subsequently, we can foresee that (i) understudies who see entrepreneurship instruction decidedly are bound to have uplifting perspectives toward entrepreneurship, (ii) understudies who see entrepreneurship-training emphatically are bound to have positive abstract standards, and (iii) understudies who see entrepreneurship-schooling emphatically are bound to have higher seen conduct control, and those lead to enterprising profession expectation of understudies. Subsequently, entrepreneurship instruction programs assume a focal part on setting off and advancing entrepreneurship mean among understudies. These contentions have been brought up in Sondari (2014) investigate and get the endorsement ends. Entrepreneurship schooling should be characterized as organized proper intercession (Wu and Wu, 2008).



Israel's endeavor shows astonishing outcomes, for example, the world's most elevated endeavor fire up per capita and the world's biggest number of NASDAQ recorded organizations. Many individuals in Israel offer acknowledge to, for example, the Chutzpah soul, the Yozuma reserve, the combination of innovation to nonmilitary personnel enterprises and pioneering schooling. Vesper (1982) contends that directing with specialists builds the odds of coming out on top for businesspeople. Lussier (1995), showed, through observational examination, businesspeople who had gotten advising from specialists were more fruitful than the individuals who had no innovative instruction. A ton of researchers guaranteed that entrepreneurship courses not just give understudies essential information and expertise for entrepreneurship yet additionally cause understudies to have an inspirational perspective towards entrepreneurship. Timmons (1994) put solid accentuation on entrepreneurship abilities and entrepreneurship training should encourage these abilities like the capacity to make high performing society, the capacity to interface and network and the capacity to lead and work in groups. To succeed, business visionaries ought to have the important abilities to manage enterprising issues. Further developed abilities might build understudies' certainty on entrepreneurship and advances the odds of pioneering achievement. Numerous analysts guaranteed that entrepreneurship can be learned and educated (Gibb, 2002). McGrath (1999) said through entrepreneurship schooling, understudies can concentrate on the elements that lead to disappointment in entrepreneurship and can keep away from similar slip-ups.

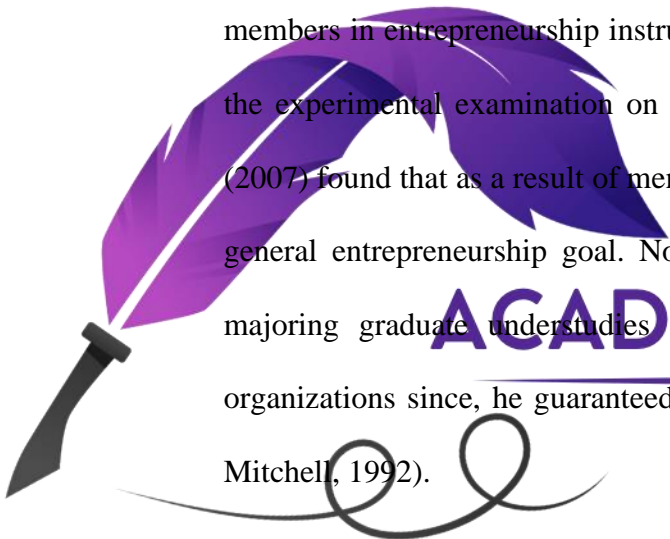
Entrepreneurship instruction may likewise diminish the negative picture of entrepreneurship and business disappointment. Entrepreneurship training can legitimize



the entrepreneurship as a reasonable vocation alternative and foster enterprising society among undergraduates (Kirkley, 2017). It can allow undergraduates opportunities to meet popular business visionaries and impact the demeanor towards entrepreneurship. As such, entrepreneurship courses might assist undergraduates with discovering their good examples to become business visionaries. As indicated by Peterman and Kennedy (2003), subsequent to completing entrepreneurship training, members showed altogether higher view of attractiveness and practicality of beginning a business.

Kuttim et al. (2014) affirmed, in light of the exact investigation of 17 nation undergraduates, members in entrepreneurship instruction showed higher innovative intentions. Through the experimental examination on science and designing undergraduates, Souitaris et al. (2007) found that as a result of mental motivation, entrepreneurship programs raised the general entrepreneurship goal. Noel (2001) additionally discovered entrepreneurship majoring graduate undergraduates showed more grounded intentions to begin their organizations since, he guaranteed, instruction could influence self-viability (Gist and Mitchell, 1992).

Fayolle and Gailly (2015) discovered the effect of entrepreneurship schooling on pioneering expectation is contrarily impacted by the undergraduates' related knowledge on entrepreneurship. Since the normal experience level of incipient or complete beginning phase business visionaries is high, instructive adequacy may not be as solid. There are not really numerous substantial examinations inspecting the impact of entrepreneurship schooling for incipient and complete beginning phase business visionaries in emerging nations. Most examinations have appeared to experience the ill effects of little example issues and methodological imperfections (Elert et al., 2014). Additionally, there have



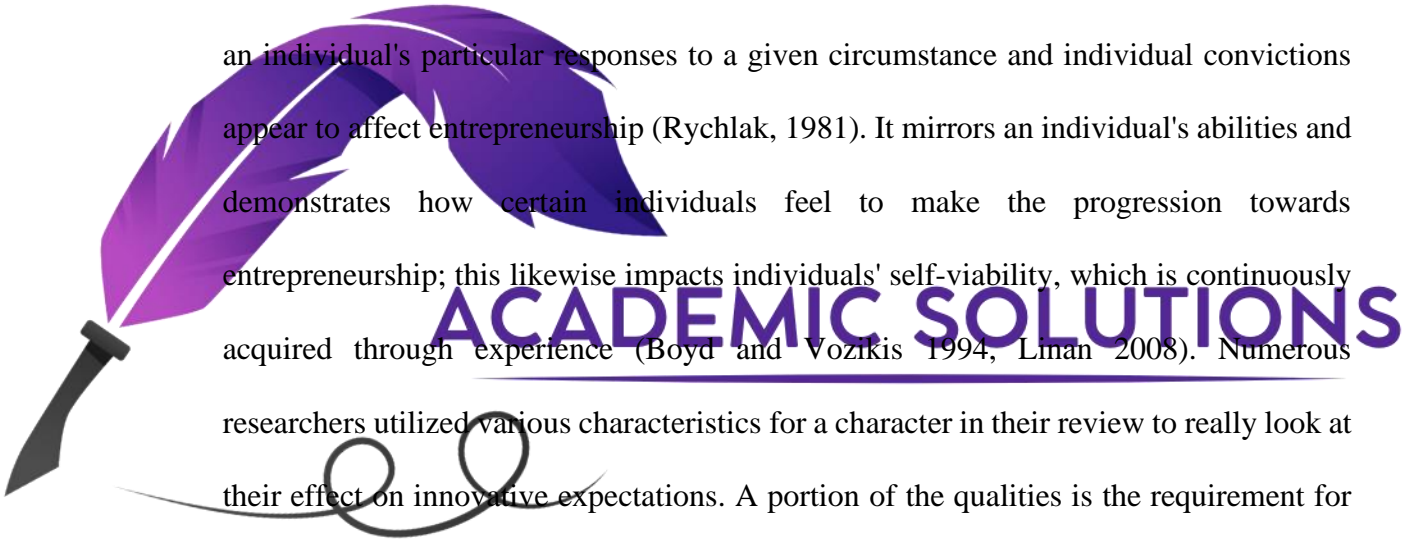
ACADEMIC SOLUTIONS

been not many investigations looking at the connection between entrepreneurship schooling and enterprising aim in Pakistan.

Further, given this contrast, we can say that time has come for the universities to evaluate and see that how a formal entrepreneurial education can play an important role in shaping the entrepreneurial intention and explore its benefits.

2.3.3 Personal Characteristics

The individual attributes of the business visionary are definitive as far as the effect on the enterprising aim (Kautonen et al., 2015). The individual attributes are alluded to as an individual's particular responses to a given circumstance and individual convictions appear to affect entrepreneurship (Rychlak, 1981). It mirrors an individual's abilities and demonstrates how certain individuals feel to make the progression towards entrepreneurship; this likewise impacts individuals' self-viability, which is continuously acquired through experience (Boyd and Vozikis 1994, Linan 2008). Numerous researchers utilized various characteristics for a character in their review to really look at their effect on innovative expectations. A portion of the qualities is the requirement for accomplishment, locus of control (Sesen, 2013) and the Big Five Traits (Zhao et al., 2010). Rather than this load of characteristics, a person's proactive character (PP) is thought to be a powerful attribute in seeking after profession related decisions like going into business (Seibert et al., 2001). Many quantities of studies support the supposition that there is a positive connection between proactive character and enterprising aim (Gupta and Bhawe, 2007; Prabhu et al., 2012; Dell and Amadu, 2015). As indicated by the friendly learning hypothesis (Bandura, 1977), self-adequacy characterizes a singular's convictions in his/her capacity to get accomplishment in a specific undertaking.

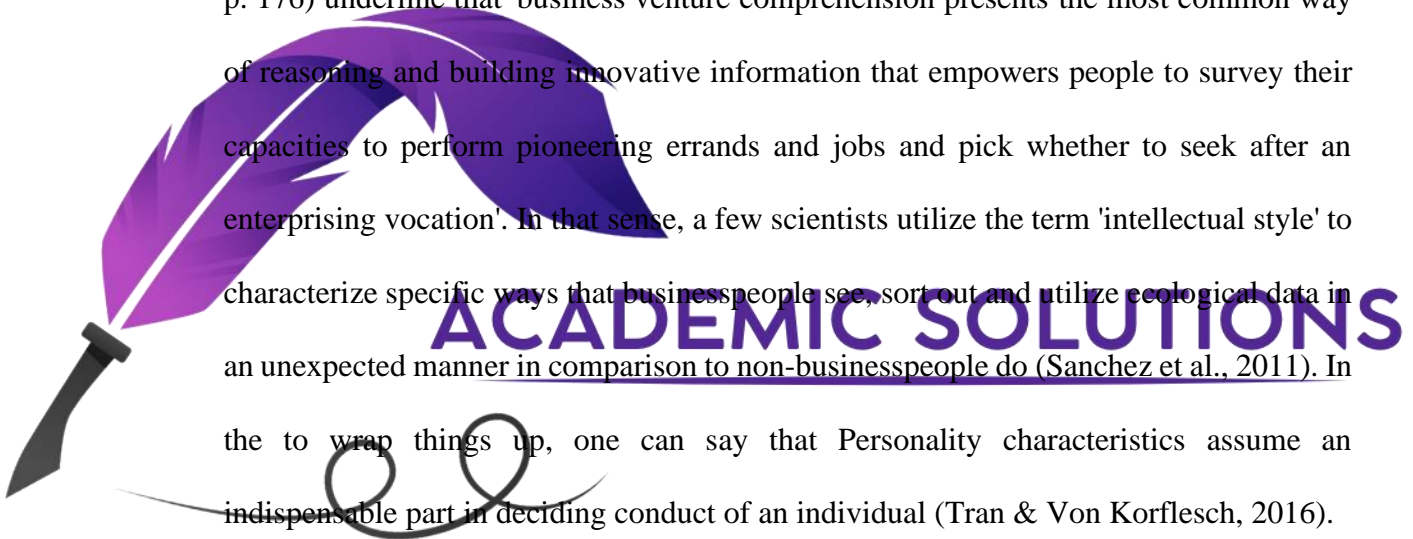


Additionally, self-viability can affect a singular's aim and conduct (Gupta and Bhawe, 2007). Prabhu et al. (2012) inspected and tracked down the critical effect of proactive character and pioneering self-adequacy as the huge indicators of innovative goals.

Many exploration streams have attempted to distinguish the main drivers of an enterprising cycle, examining not just unique relevant factors and sociological conditions encouraging entrepreneurship, yet in addition, investigating individual business visionaries. 'Pioneering character'- based exploration (Mitchell et al., 2002) plans to characterize a bunch of individual qualities or characteristics explicit for businesspeople. For instance, self-assurance, hazard taking propensity, drive for progress, interior locus of control, imaginativeness and autonomy are only a portion of the characteristics that were regularly inspected (Espiritu-Olmos and Sastre-Castillo, 2015). Notwithstanding, endeavors to characterize some close to home qualities that are regular for all business visionaries have yielded feeble or non-huge outcomes with a little illustrative force (Izquierdo and Buelens, 2008).

Exploration about individual discernment has been widely present in authoritative conduct literature and it has been viewed as a conceivably significant field in clarifying innovative conduct by a few creators (Lope Pihie, Bagheri, and Sani, 2013). In our work, we start from the meaning of Armstrong and Hird (2009, p. 113) that 'comprehension is a forward-looking type of knowledge that is introduced on an entertainer's conviction about the linkage between the selection of activities and the ensuing effect of those activities on results'. In accordance with the abovementioned, Mitchell et al. (2002) characterizes innovative insight as to the exercises of 'appraisals, decisions or choices including opportunity assessment, adventure creation, and development'. The parts of

discernment incorporate individual 'convictions and qualities, the intellectual style and mental cycles' (Sanchez et al., 2011, p. 433). It is accepted that businesspeople think and act in an unexpected manner in comparison to other people. An intellectual viewpoint in business venture examinations different convictions, values, the intellectual style and different mental cycles and models identified with data and information evaluation, for example, dynamic, critical thinking and others, that businesspeople use in recognition and double-dealing of chances in their current circumstance (Vaghely and Julien, 2010). As respects somebody's decision to turn into a businessperson, Lope Pihie et al. (2013, p. 176) underline that 'business venture comprehension presents the most common way of reasoning and building innovative information that empowers people to survey their capacities to perform pioneering errands and jobs and pick whether to seek after an enterprising vocation'. In that sense, a few scientists utilize the term 'intellectual style' to characterize specific ways that businesspeople see, sort out and utilize ecological data in an unexpected manner in comparison to non-businesspeople do (Sanchez et al., 2011). In the to wrap things up, one can say that Personality characteristics assume an indispensable part in deciding conduct of an individual (Tran & Von Korflesch, 2016).

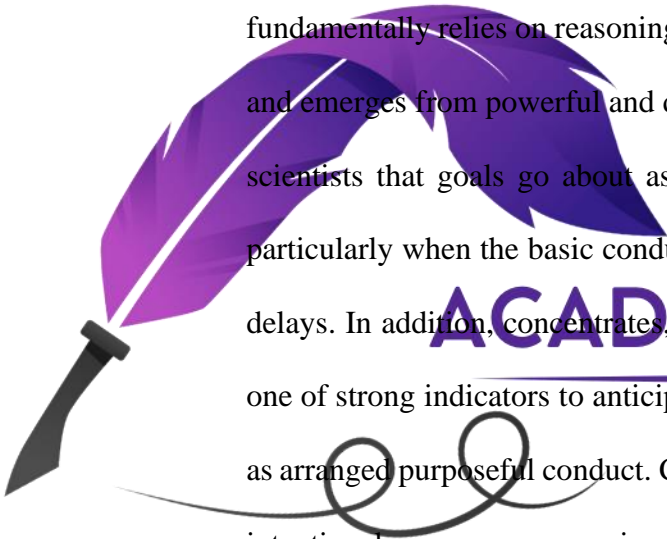


2.3.4 Entrepreneurial Intention

Expectation has inclination to anticipate the singular conduct and activity is the observed intention for entrepreneurial venture (Krueger, 1993). Accordingly, goal connected to the enterprising exercises has been shown to be the indicator of innovative conduct (Reynolds, 1995). Autio et al. (2001) suggested that goals can clarify around 30% fluctuation in conduct. Hence, concentrating on the pioneering expectation has drawn in light of a legitimate concern for some specialists which results many model

and hypotheses connected to the clarification of what administers the people to participate in business venture.

Business happens in result to the intellectual cycle, which is a generally acknowledged interaction. Different scientists have underlined and acknowledged the intricacy of settling on independently employed choice. As per the writing, different researchers have utilized the hypothesis of arranged conduct to elucidate intellectual way to deal with business venture (Gorgievski et al., 2018). Different observational examination uncovers that choice to begin another business and become independently employed fundamentally relies on reasoning interaction and person's conviction and perspectives and emerges from powerful and deliberate arranging. It has been affirmed by different scientists that goals go about as a solid foreseeing variable for individual conduct, particularly when the basic conduct is difficult to anticipate, uncommon, and includes delays. In addition, concentrates, for example, revealed that innovative expectation is one of strong indicators to anticipate future pioneering conduct and is likewise named as arranged purposeful conduct. Characterize aim as 'an inspiration of a person to make intentional moves upon cognizant choices or plans. As per some different definitions, innovative expectation alludes to "the goals for firing up another endeavor" or "the aim to have one's own business." In this review, pioneering aim is thought to be the goal of a person to turn into a businessperson (Ozaralli & Rivenburgh, 2016). Diverse purposeful models have been utilized by scientists in the past to inspect innovative aims and furthermore characterized pioneering aim as the aims of an individual to possess a business; while characterized it as the expectation to become independently employed. The expectation to begin another business or become independently employed is



ACADEMIC SOLUTIONS

viewed as the initial step of another authoritative rise measure. A few earlier examination additionally detailed starting word related desires as one of the solid indicators for people's future expert decisions, since understudies who are leaned towards business at their post-auxiliary level will be liable to pick independent work in future (Ahmed et al., 2017; Gorgievski et al., 2018).

The information on entrepreneurial expectations gives a knowledge to researchers, identifying with what triggers opportunity examining, wellsprings of thoughts for undertaking and how the new pursuit thought could really be changed into the real world (Krueger et al., 2000). Also, how the abuse of found freedoms could be done effectively with least dangers (Fini et al., 2009). The investigation of enterprising aims is a mean through which business venture research is progressed and works with to comprehend innovative exercises being not the same as essential administration (Isa & Shitu, 2015).



ACADEMIC SOLUTIONS

2.4 Islamic Values and Entrepreneurial Intention

In 2010, the Pew Research Center has found that Muslim population covers 23.2% of the world's total population. The development of Muslims on the planet has fortified Islam as a religion and put Islamic lessons in different areas, including entrepreneurship. Muslim business visionaries might consolidate Islamic standards in their business, while organization's otherworldly ideas may potentially be taken by Muslim businesspeople in maintaining their business into both framework and corporate culture. Islam would thrive if Muslim entrepreneurs are able to apply the teachings of Islam with goodness either in life or in business.

Besides, Ghoul (2015) and Vargas-Hernández et al. (2010) have recommended that business is important for Islamic culture, while Islam welcomes all Muslims to become businesspeople. Besides, Kriger and Seng (2005) have argued that Muslims may see economy as a tool for spiritual purposes, where prosperity means a good life. Islam considers the positive extrinsic aspects of works, while the work ethic of Islam argues that an involvement in economic activities is obligatory. In light of the Quran, Islam upholds a deregulation, and benefit is real as long as it is reliable with Islamic morals and not takes advantage of others (Yousef, 2000). Islamic lessons have additionally shown a positive connection among Islam and the upsides of natural positions. Then, at that point, Yousef (2000) has clarified that any work is viewed as a wellspring of autonomy and a way to energize self-awareness, confidence, fulfillment, and self-satisfaction.

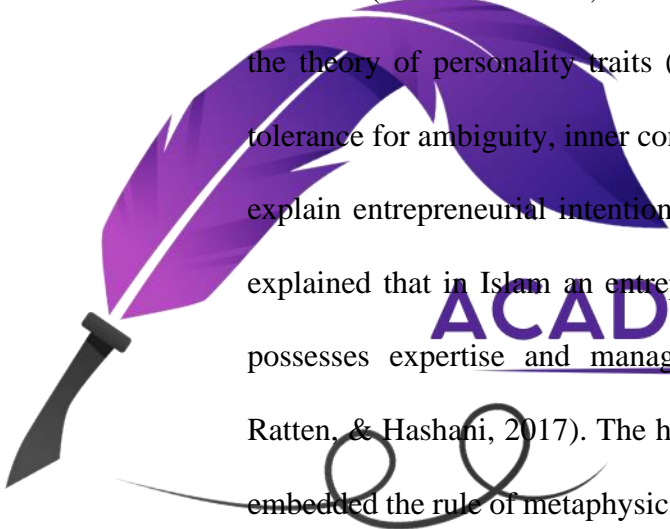


ACADEMIC SOLUTIONS

The idea of entrepreneurship in Islam depends on collaboration, liberality, and kindheartedness. In equal, Islam stringently precludes any restraining infrastructure, double dealing, misrepresentation or usury exchanges. Along these lines, each Muslim business visionary ought to keep up with great deeds and stay away from evil by being straightforward, reasonable and precise in each exchange (Ismail, 2006). Vargas-Hernández et al. (2010) have contended that “Islam is a complete way of life. There is no separation between business and religion. Islam has its own entrepreneurial culture and principles based on the Quran and Hadith to guide business operations... People the first should be a Muslim, then a businessman”. On the other hand, Farid (2007) has conducted a research over Muslim entrepreneurs in Egypt and found that religion is a

major force in shaping personal and managerial values, including attitudes toward status/wealth, contribution to society, family relationships, personal and professional fulfilments, and economic security and jobs.

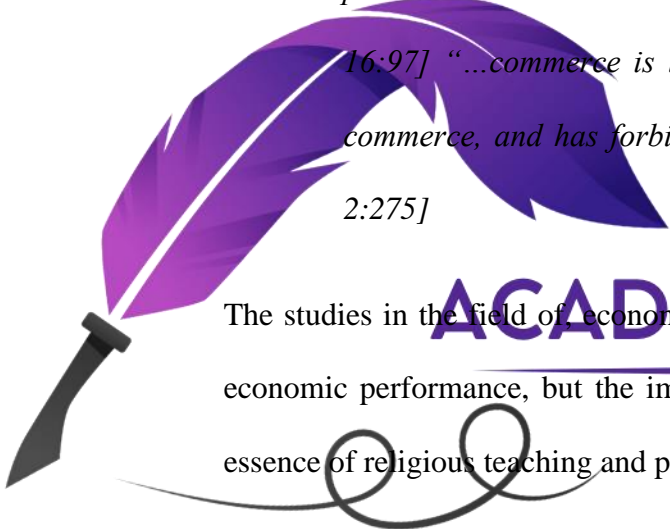
According to Krueger (2007), entrepreneurship is intentional in nature and may come through a choice and not by accident. Besides, an entrepreneurial intention indicates any effort a person is willing to make to conduct entrepreneurial behavior. In fact, an intention is based on three primary motivational factors that influence the ultimate behavior (Liñán and Chen, 2009). In 2015, Olmosa and Castillo have suggested that the theory of personality traits (kindness, need for achievement, risk, extroversion, tolerance for ambiguity, inner control, and neuroticism) is the most plausible theory to explain entrepreneurial intentions among students. Besides, Gray et al. (2006) have explained that in Islam an entrepreneur is supposed to be one who works hard and possesses expertise and management skills (Anggadwita, Ramadani, Alamanda, Ratten, & Hashani, 2017). The holistic characteristics of a Muslim entrepreneur have embedded the rule of metaphysics, which is abstract such as sin, merit, hell and heaven that may have been becoming the triggers to many human behavior in establishing the structure of their entrepreneurial development (Faizal et al., 2013). Moreover, Entrepreneurship from an Islamic viewpoint is an aspect of life included into mu'amalah, which cover issues related to horizontal relationships between people and would be accountable in the afterlife. Entrepreneurial spirits found in the Quran verses Hud: 61, Al-Mulk: 15 and Al-Jumuh: 10 indicate that human is ordered to the



ACADEMIC SOLUTIONS

prosperity of the Earth and bring it to a better direction, while also instructed to seek luck. Entrepreneurial spirits found in the Quran are described as follows:

And to Thamood, their brother Saleh. He said, "O my people, worship God, you have no god other than Him. He initiated you from the earth, and settled you in it. So seek His forgiveness, and repent to Him. My Lord is Near and Responsive" [Quran: Hud 11:61]. "It is He who made the earth manageable for you, so travel its regions, and eat of His provisions. To Him is the Resurgence." [Quran: Al-Mulk 16:97] "...commerce is like usury. But God has permitted commerce, and has forbidden usury." [Quran: Al-Baqarah 2:275]



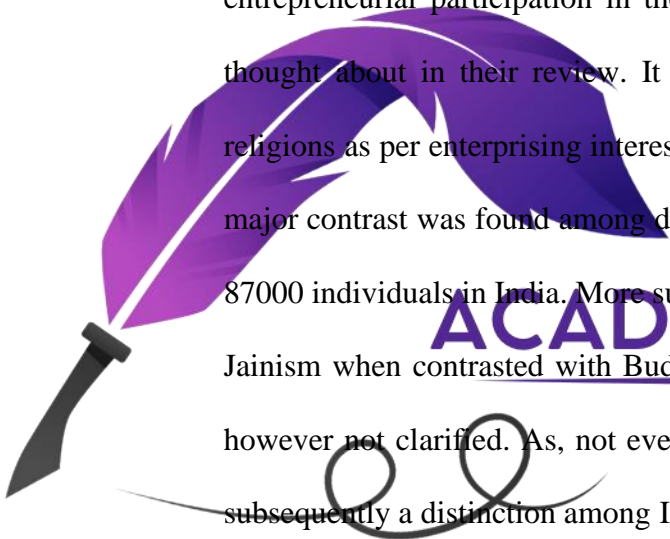
ACADEMIC SOLUTIONS

The studies in the field of economics of religion gives consensus that religion affects economic performance, but the impact happens through different channels which are essence of religious teaching and principles.

Anderson (1988) with reference to Adam's theory of moral sentiments points out that religious beliefs provide strong incentives to follow moral restrains such as trust, honesty, benevolence and restraints from violence that have effects on civil society. Iannaccone (1995) points out that all religions work to still in certain values, morals and behavioral frameworks in their followers and those values, morals and beliefs are recognized in almost all aspects of human behaviour. Anderson (1988) points out another similar argument that belief or fear of god leads adherents to abide by "a kind of internal moral enforcement mechanism".

Entrepreneurship has no specific religion or culture for it cuts across all religions and also exists in diverse socio-cultural contexts, each of which represents a symbol of global entrepreneurial behaviour (Valliere, 2008). No doubt religion affects certain personal values like honesty, perseverance, bravery foresightedness and general standards positively (Altimay & Wang, 2011). Religion is one of the factors that determine the basic values and beliefs of people (Bwisa & Ndolo, 2011). Therefore, religion is vital in determining the extent to which the individuals take entrepreneurship as a career or not (Garba et al., 2013). Audretsch et al. (2007) showed that religion influences entrepreneurial participation in their empirical paper. Standard Indian religions were thought about in their review. It was discovered that there is a distinction between religions as per enterprising interest rate and the choice to turn into a businessperson. A major contrast was found among different religions subsequent to examining more than 87000 individuals in India. More support in business venture is shown by Christians and Jainism when contrasted with Buddhist and Hindus. The hidden reasons are proposed however not clarified. As, not every one of the religions are referenced in the review, subsequently a distinction among India and different nations can be anticipated by these discoveries. As referenced before the monetary status might influence the job of business venture since there is a distinction in per capita pay (Van Stel et al., 2005). One can look into the association between religion and level of entrepreneurial activity from different angles.

Further, from an Islamic perspective, intention is more critical than its results and in order to envisage the entrepreneurial intentions by the use of Islamic values, Anggadwita et al., (2017) found that among varied factors for boosting of intentions, the inscribed element



ACADEMIC SOLUTIONS

is Islamic education. Since, this study used sample from Indonesia so care must be observed while in order to generalize the findings of the study. This recent past significant relationship of Islamic values and entrepreneurial intentions is in accordance with the previous studies carried on intention (Ashraf, 2019).

2.5 Entrepreneurial Knowledge and Entrepreneurial Intention

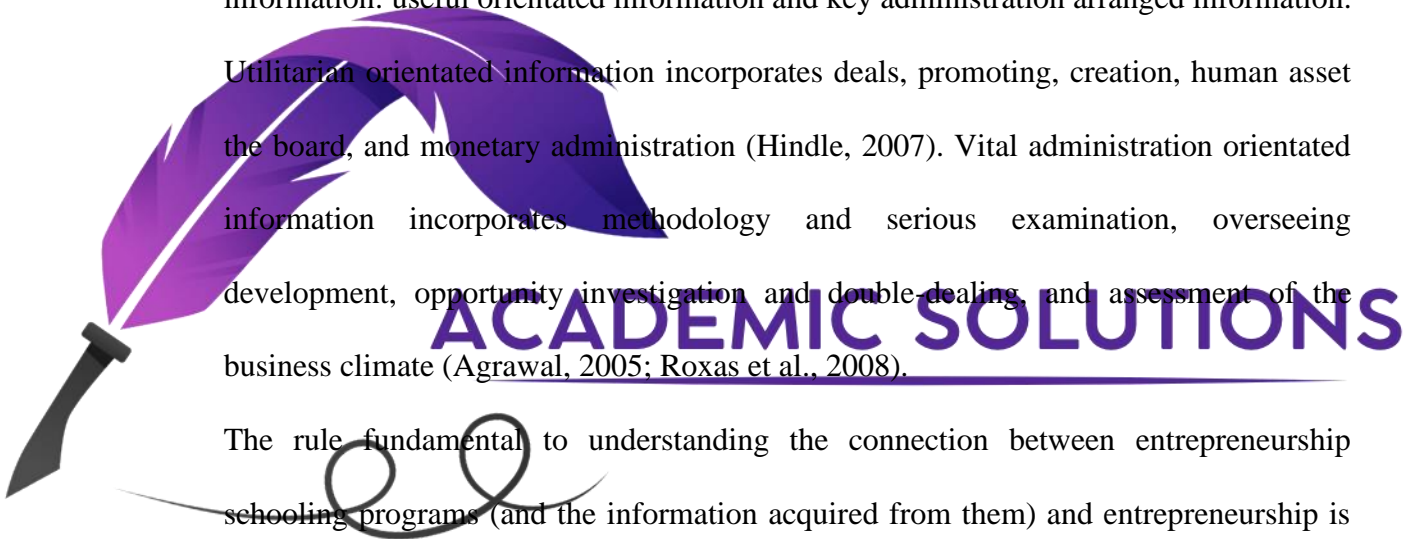
The current review focuses on enterprising information dependent on the key conviction that information and admittance to it are the main assets in business venture (Widding, 2005). Pioneering information is a significant appearance of human resources essential for innovative achievement and manageability (Wu, Chang and Chen, 2008). A very much referred to meaning of innovative information portrays it as "the ideas, abilities, and attitude which businesspeople use or should utilize" (Jack and Anderson 1999, p. 118). This definition infers various things. In the first place, enterprising information is seen as a necessary evil. Second, while abilities have all the earmarks of being not quite the same as information, the two are firmly related. The use of abilities is consistently context oriented and affected by group and individual information relating to a circumstance (Jack and Anderson, 1999). In addition, the act of abilities consistently has an information content.

Regardless, the review is more worried about information and not abilities to keep away from any disarray knowing the way that estimating this idea has been a tricky issue in the business writing (Schaper and Casimir, 2007). Enterprising information will be utilized in this review to mean the calculated and insightful comprehension of the multi-

useful and complex course of business. This definition is intelligent of that class called "know what" content-level of information about business venture (Johannisson, 1991). This kind of information impacts an expected businessperson's capacity to perceive openings and seek after them (Shane, 2000). With this information, a potential businessperson can fathom, extrapolate, decipher, and apply new data in new ways - exercises which are at the center business (Shane, 2000).

Past examinations on enterprising information will in general join on two sorts of information: useful orientated information and key administration arranged information. Utilitarian orientated information incorporates deals, promoting, creation, human asset the board, and monetary administration (Hindle, 2007). Vital administration orientated information incorporates methodology and serious examination, overseeing development, opportunity investigation and double-dealing, and assessment of the business climate (Agrawal, 2005; Roxas et al., 2008).

The rule fundamental to understanding the connection between entrepreneurship schooling programs (and the information acquired from them) and entrepreneurship is that these projects develop learning important to procure information for innovative undertakings (Fayolle, 2005). Enterprising learning has been demonstrated to be fundamental in the age of thoughts, conceivable outcomes and speculations helpful in a promising circumstance investigation and double-dealing (De Clercq & Arenius, 2006). While the famous view recommends that pioneering instruction and preparing impact both current conduct and future intentions, the causal connections stay indistinct and observational confirmations are not dubious (Zhao et al., 2005). Consequently,



researchers in the field contend that evaluating the effect of instruction programs on the improvement of perspectives as antecedents of intentions and choices to participate in innovative endeavors stays a powerful region for research (Basu & Virick, 2008; Matlay, 2005).

Accordingly, the current review can possibly contribute to understanding the effect of entrepreneurship instruction programs on entrepreneurship. Zeroing in on understudies' learning as shown by the information they acquire from the entrepreneurship program permits realizing how to viably show the course in a way that will amplify the probability of people to begin a business (Fiet, 2000). Similarly, the review's effort to look for more prominent bits of knowledge on the elements that shape a singular's choice to begin a business could prompt better-planned entrepreneurship programs and education strategies for nearby monetary and improvement programs (Matlay, 2005).

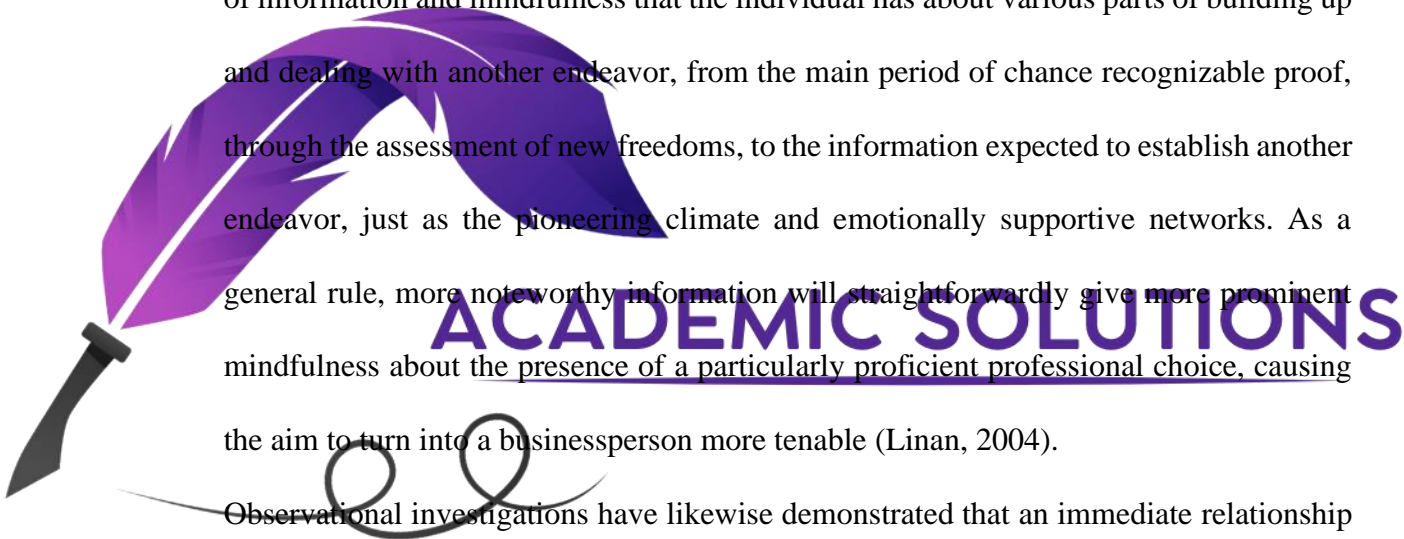
Besides, in current economies, information is ostensibly the most deliberately significant asset of a firm. Late examination recommends that the admittance to information assets impacts the exhibition of beginning firms as well as – and specifically – the development and endurance of (information-based) new companies (Dohse and Walter, 2012). It is regularly perceived that information and appropriate admittance to it are the main assets in entrepreneurship that is exceptionally important for pioneering drives, achievement and monetary manageability (Widding, 2005). Information is a significant indicator since it is normally seen as a precondition to volitional activity (Frick et al., 2004). Analysts propose that innovative information comprises the core of entrepreneurship (Jebarajakirthy and Thaichon, 2015) and essentially influences adventure creation choices and intentions (Kor et al., 2007). Extra help for this contention is given by a



ACADEMIC SOLUTIONS

review that has been done among the understudies of a Norwegian college, where Kolvereid and Moen (1997) exhibit that understudies with pioneering information have more grounded innovative intentions than the others. Notwithstanding, the TPB doesn't consider the impacts of information on enterprising expectation research, which is an inadequacy of this hypothesis (Peterman & Kennedy, 2003). In this manner, a coordinated aim model is should have been detailed to clarify the impacts of enterprising information on EI. Expanding on Liñán et al's. (2013) and Roxas' (2014) results, we fuse pioneering information inside the TPB. This is a significant factor that mirrors the degree of information and mindfulness that the individual has about various parts of building up and dealing with another endeavor, from the main period of chance recognizable proof, through the assessment of new freedoms, to the information expected to establish another endeavor, just as the pioneering climate and emotionally supportive networks. As a general rule, more noteworthy information will straightforwardly give more prominent mindfulness about the presence of a particularly proficient professional choice, causing the aim to turn into a businessperson more tenable (Linan, 2004).

Observational investigations have likewise demonstrated that an immediate relationship is found to exist between innovative information and pioneering intentions. For example, Linan (2004) revealed that pioneering information directly affected people's enterprising intentions. In the review that has been finished by Sommer and Haug (2010), enterprising information was incorporated into the TPB as a different component and applied a hugely positive effect on innovative intentions. The improvement of pioneering intentions is progressively being energized from the beginning of HE through to graduation, determined to invigorate innovative conduct (Smith & Beasley 2011). The early



improvement of pioneering intentions is especially significant in light of the fact that it can prompt later ingenuity in the aim to fire up a business (DeGeorge & Fayolle 2008). As a time of change, FYHE entrepreneurship programs assume a significant part in the advancement of innovative intentions (Shapero & Sokol 1982).

In any case, various investigations on the arrangement of innovative intentions, which often draw on Ajzen's (1991) and Shapero and Sokol's (1982) work, research on EE is currently at an exploratory phase of hypothetical and calculated turn of events (Souitaris, Zerbinati, & Al-Laham 2007). Unquestionably, very little work has been attempted on the improvement of understudy enterprising intentions explicitly in Pakistan.

2.6 Personal Characteristics and Entrepreneurial Intention

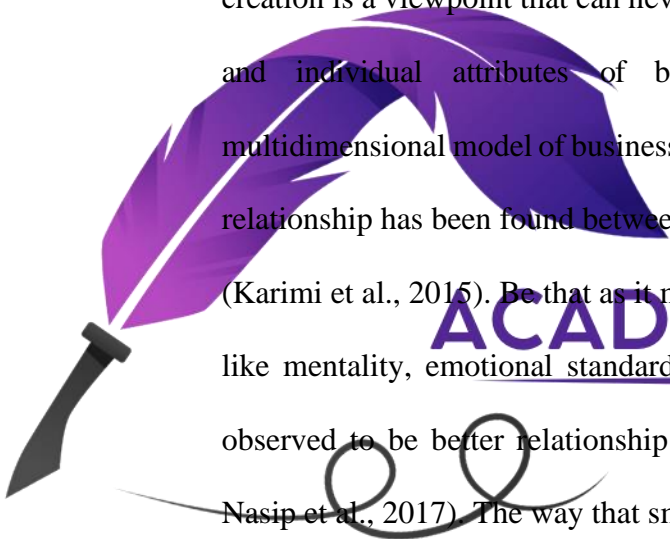
To Bird (1988) aim alludes to the condition of soul of the individual (tests the activity), for a particular item (objective) or a way to accomplish something (implies). The goal is not really set in stone conduct can be influenced by different individual attributes; need, values, wishes, propensities and convictions.

The individual qualities of the business visionary are conclusive as far as effect on the innovative goal like qualities, perspectives, information and abilities, wishes and individual variables (Fitzsimmons and Douglas, 2011; Kautonen et al., 2015). Segment and human factors like age and individual qualities, qualities, mentalities and inspiration are significant and conclusive angles for the preparation of pioneering aim (Liñán and Fayolle, 2014).

Past writing relating diverse character attributes and measurements to the innovative cycle is plentiful. This relationship alludes to both pioneering expectation and the activity of making an organization (Chlosta et al. 2010; Staniewski et al. 2016). Be that as it may,

there is no reasonable agreement on which individual abilities can disclose business deliberateness undeniably. The writing recommends that angles like inventiveness (Gundry et al. 2014), proactivity (Seibert & Kraimer 2001), hazard the executives (Yurtkoru et al. 2014) and the inward control locus (Schjoedt & Shaver 2012) are obviously connected with pioneering nature (Covin & Miller 2014) and are, subsequently, expected to altogether affect the development of innovative expectations. Besides, the job of character attributes or mental qualities like danger inclination, locus of control, need for accomplishments and so on, in innovative conduct and new pursuit creation is a viewpoint that can never be disregarded (Zhao & Seibert, 2006). Character and individual attributes of business visionaries are essential piece of the multidimensional model of business (Zhao & Seibert, 2006). In any case, just seven days relationship has been found between mental qualities as an immediate indicator of EI (Karimi et al., 2015). Be that as it may, when these are joined with the social qualities like mentality, emotional standards, seen conduct control and so forth; there was observed to be better relationship with innovative expectations (Karimi et al., 2015; Nasip et al., 2017). The way that small measure of studies has just relapsed the mental attributes with TPB builds, has likewise ended up being a wellspring of inspiration for the current review.

This line of examination addresses one of the most punctual and broader explores on the components that impact the choice to fire up a business disregarding the way that some scrutinize this methodology and its prescient force (Gartner, 1989), individual attributes or character qualities stay one of the elements drawing in the best exploration considerations (Bakotic and Kruzic, 2010). For instance, Mitton (1989) portrays

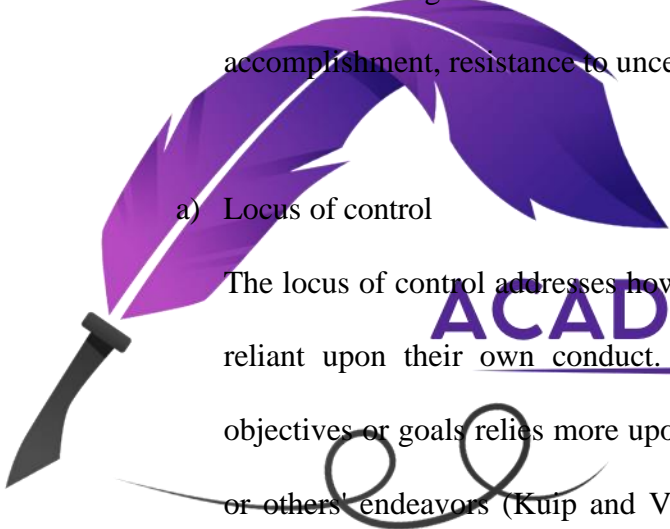


ACADEMIC SOLUTIONS

businesspeople as those showing specific mental attributes like a guarantee to their work, a requirement for complete control and a capacity to adapt to vulnerability and difficulties. Like social brain research creators (Ajzen, 1991), in this paper we accept that goal is a critical indicator of conduct. Ajzen (1991) gives a nonexclusive meaning of expectation as "an individual's status to play out a given conduct". In the pioneering setting, Thompson (2009, p. 676) characterizes aim as "oneself recognized conviction by an individual that they expect to set up another undertaking and intentionally plan to do as such eventually". By and large, the super mental attributes related with business zeroed in on the writing are locus of control, affinity to face challenges, fearlessness, need for accomplishment, resistance to uncertainty and creativity.

a) Locus of control

The locus of control addresses how much people accept that their accomplishments are reliant upon their own conduct. People relating consider that the achievement of objectives or goals relies more upon their own capacity and activities, instead of karma or others' endeavors (Kuip and Verheul, 2003). The exact proof reports how private companies' businesspeople are more arranged at the inside level than the populace overall (Beverland and Lockshin, 2001). The longitudinal concentrate by Brockhaus (1980) proposes the presence of a positive connection between direction to locus of control and enterprising achievement. In another review, Brockhaus and Horwitz (1986) build up how the locus of control may separate businesspeople who are effective from the individuals who are fruitless. Robinson et al. (1991) express that inner control



ACADEMIC SOLUTIONS

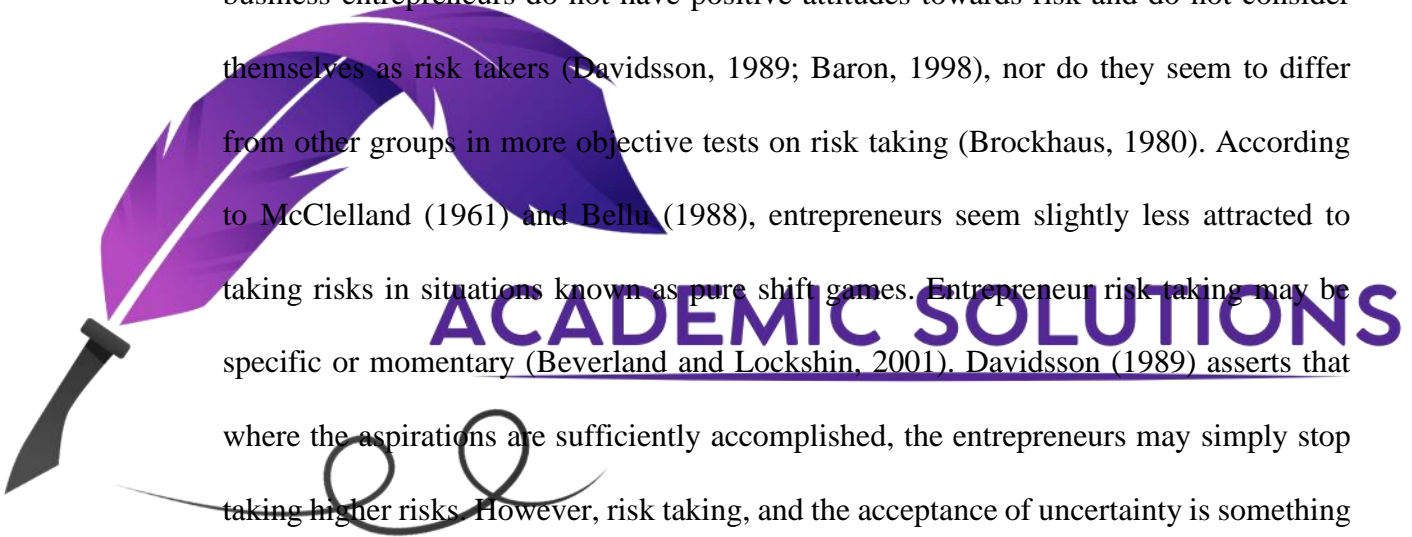
prompts a positive enterprising mentality and most understudies who get innovative arrangement might foster a more elevated level of control and self-productivity.

b) Propensity to take risk

This variable refers to acceptance of risk when engaging in an activity and hence related to the probability of success of any activity being less than 100 per cent (Kuip and Verheul, 2003). Even if the risk-taking propensity is often mentioned as a determinant of entrepreneurial intentions (Bygrave, 1989), several empirical studies suggest that small business entrepreneurs do not have positive attitudes towards risk and do not consider themselves as risk takers (Davidsson, 1989; Baron, 1998), nor do they seem to differ from other groups in more objective tests on risk taking (Brockhaus, 1980). According to McClelland (1961) and Bellu (1988), entrepreneurs seem slightly less attracted to taking risks in situations known as pure shift games. Entrepreneur risk taking may be specific or momentary (Beverland and Lockshin, 2001). Davidsson (1989) asserts that where the aspirations are sufficiently accomplished, the entrepreneurs may simply stop taking higher risks. However, risk taking, and the acceptance of uncertainty is something that can slowly be modified when desired (Carayannis et al., 2003). Thus, it is still not clear in the literature whether there actually is a relationship between the propensity to risk-taking and entrepreneurial intention in the nature of either such relationship.

c) Self-confidence

A significant degree of self-assurance has been recommended by many investigations as a businessperson's standard trademark. As a general rule, this trademark arises continually in an accumulation of experimental examinations as expressed by Davidsson



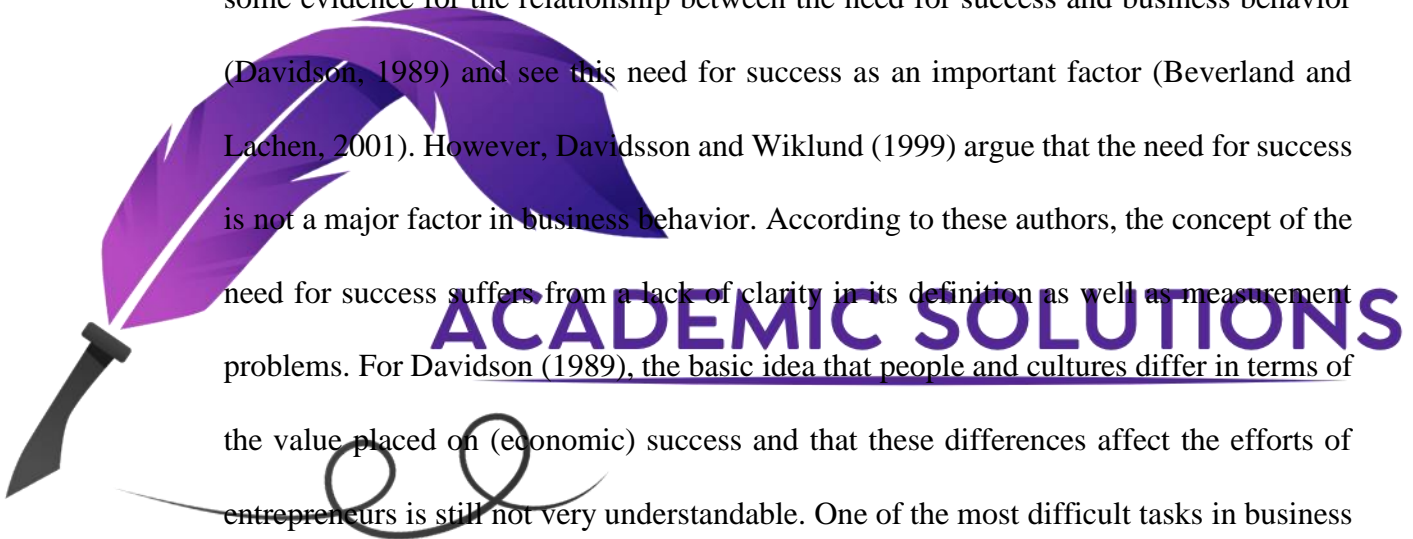
(1989). Ho and Koh (1992) refer to selfconfidence as an entrepreneurial characteristic and how it is related to other psychological characteristics, such as locus of control, propensity to take risk and tolerance to ambiguity. Robinson et al. (1991) have found entrepreneurs report higher degrees of self-confidence relative to non-entrepreneurs.

d) Need for achievement

McClelland (1961) provides some pretty empirical evidence (in a variety of ways) that there is a link between success and the need for (business) growth. Other authors find some evidence for the relationship between the need for success and business behavior (Davidson, 1989) and see this need for success as an important factor (Beverland and Lachen, 2001). However, Davidsson and Wiklund (1999) argue that the need for success is not a major factor in business behavior. According to these authors, the concept of the need for success suffers from a lack of clarity in its definition as well as measurement problems. For Davidson (1989), the basic idea that people and cultures differ in terms of the value placed on (economic) success and that these differences affect the efforts of entrepreneurs is still not very understandable. One of the most difficult tasks in business education is to instill in students a high level of achievement, apart from high-level external stimuli (Florin et al., 2007).

e) Tolerance to ambiguity

According to Koh (1996, p. 15), "when there is not enough information to form a situation, it is said to be an ambiguous situation." The way people perceive ambiguous situations and organize information shows their tolerance for ambiguity. If people have



a high level of tolerance for ambiguity, it can be said that they find ambiguous situations difficult and try to overcome unexpected situations in order to perform well. Mitton (1989) argues that business people not only operate in an environment of uncertainty, but also voluntarily confront the unknown and actively deal with uncertainty. Therefore, tolerance for ambiguity can be considered a business characteristic, and those who are more business people are expected to be more tolerant of ambiguity than others.

f) Innovativeness

According to Robinson et al. (1991), Innovation is about understanding and doing business in new and unique ways. This idea is one of the recurring themes in the definition of entrepreneurship. For example, according to Schumpeter (1934), innovation is the most fundamental aspect of entrepreneurship and an important business feature. Literature review data show that business people have significantly more resources than non-business people (Robinson et al., 1991).

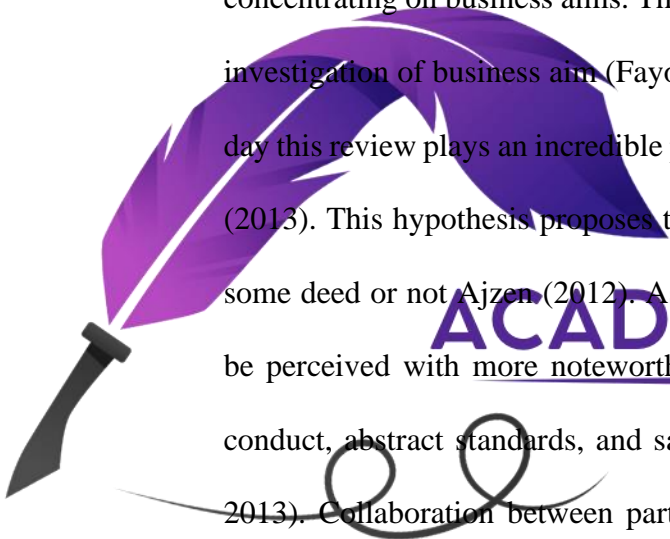


ACADEMIC SOLUTIONS

2.7 Theory of Planned Behaviour and Entrepreneurial Intentions

The theory of planned behavior (TPB) presented by Ajzen in 1991 has become one of the mental speculations and the most broadly utilized to clarify and anticipate human conduct (Armitage and Conner 2001). This is additionally the most widely recognized hypothetical structure for concentrating on the business goals. This hypothesis is an essential impact and impact on the investigation of business aim (Malebana, 2014; Schlaegel & Koenig, 2014). Presently a day this review plays an extraordinary part between innovative expectation and inspiration Solesvik (2013). This hypothesis proposes that the main goal is the sole aim to complete some deed or not Ajzen (2012, 2005). As per business intentions hypothesis can be perceived with more prominent

precision from the most mentalities towards the conduct, emotional standards, and saw social control (Ajzen, 2005). Cooperation between parts of TPB and pioneering expectation has drawn in significant exploration (Solesvik et al, 2012), yet the outcomes are yet decisive. Analysts have tracked down an immediate connection between the three significant markers of TPB and business aim (Souitaris et al, 2007). The theory of planned behavior (TPB) (Ajzen, 1991) has become one of the mental speculations and the most generally utilized to clarify and foresee human conduct (Armitage and Conner 2001). This is likewise the most widely recognized hypothetical structure for concentrating on business aims. This hypothesis is an essential impact and impact on the investigation of business aim (Fayolle & Linan, 2014; Krueger et al., 2000). Presently a day this review plays an incredible part between innovative goal and inspiration Solesvik (2013). This hypothesis proposes that the main expectation is the sole aim to complete some deed or not Ajzen (2012). As indicated by the business intentions hypothesis can be perceived with more noteworthy exactness from the most mentalities towards the conduct, abstract standards, and saw social control (Ajzen 2005, 2014; Ajzen& sheik 2013). Collaboration between parts of TPB and innovative expectation has drawn in impressive exploration (Solesvik et al, 2012), yet the outcomes are yet indisputable. Analysts have tracked down an immediate connection between the three significant markers of TPB and business aim (Souitaris et al, 2007). The hypothesis of arranged conduct (TPB) (Ajzen, 1991) has become one of the mental speculations and the most generally utilized to clarify and foresee human conduct (Armitage and Conner 2001). This is likewise the most well-known hypothetical system for concentrating on business aims. This hypothesis is an essential impact and impact on the investigation of business



ACADEMIC SOLUTIONS

expectations (Schlaegel & Koenig, 2014). Presently a day this review plays an extraordinary part between innovative aim and inspiration Solesvik (2013). This hypothesis recommends that the main aim is the sole aim to complete some deed or not Ajzen (2012). As indicated by the business intentions hypothesis can be perceived with more noteworthy precision from the most perspectives towards the conduct, abstract standards, and saw social control (Ajzen, 2014). Communication between parts of TPB and enterprising expectation has drawn in significant exploration (Solesvik et al, 2012), yet the outcomes are yet decisive. Specialists have tracked down an immediate connection between the three significant markers of TPB and business goals (Souitaris et al, 2007).



a) Attitude towards Behavior

Demeanor towards conduct/behavior demonstrates individual blessing or troublesome appraisal of a particular conduct. People change their demeanor as per the convictions they have, and this thing impacts conduct and mentalities (Ajzen, 2005). Mentality toward the business world conduct alludes to the contrast between the view of a singular's goal to come and need work as an independently employed specialist (Souitaris et al., 2007).

b) Subjective Norms

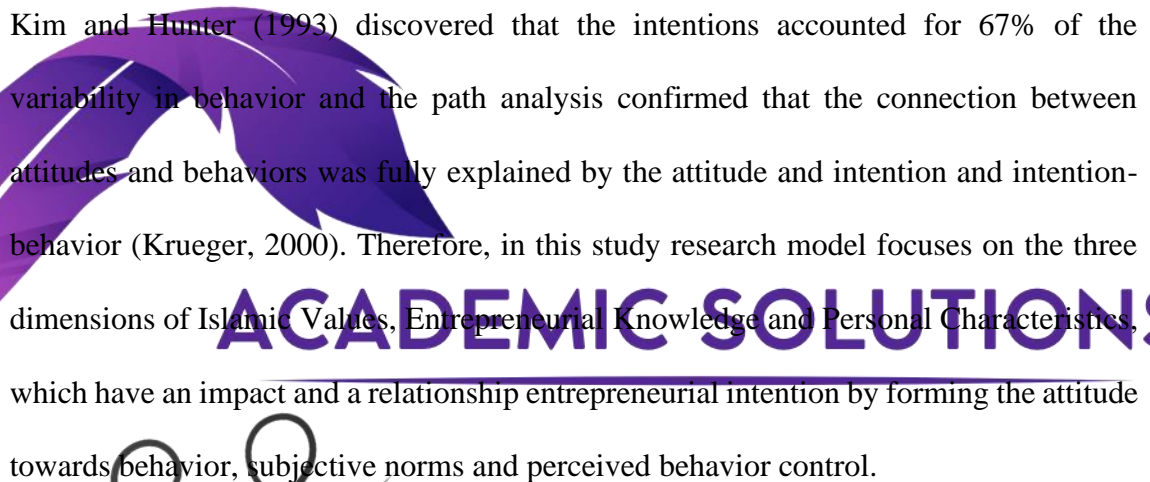
The subjective norms allude to the apparent prevalent difficulties to perform or not do the conduct. Social foundation projects an impact on both saw demeanor and conduct to turn into a business visionary (Linan et al., 2013).

ACADEMIC SOLUTIONS

c) Perceived Behavioral Control

The perceptual conduct control addresses the people, it likewise addresses the capacity and ability of given conduct. The expectation to start a business is driven by a ladies' impression of her capacity to perform business. (Amoros and Bosma 2014). Townsend Busentz and Artthurs (2010) expressed Perceived capacity apply a more prominent impact on the singular's inspiration to begin a business than saw results.

2.8 Theoretical Model and Hypothesis Development



Kim and Hunter (1993) discovered that the intentions accounted for 67% of the variability in behavior and the path analysis confirmed that the connection between attitudes and behaviors was fully explained by the attitude and intention and intention-behavior (Krueger, 2000). Therefore, in this study research model focuses on the three dimensions of Islamic Values, Entrepreneurial Knowledge and Personal Characteristics, which have an impact and a relationship entrepreneurial intention by forming the attitude towards behavior, subjective norms and perceived behavior control.

Since, the foundation stone of the current research is to observe the impact on entrepreneurial intention by explaining Islamic values, entrepreneurial education, and personal characteristics, the above discussion in whole provides the sound reason to present and test a model based on the following assumptions:

Hypothesis:

- H1: Islamic Values positively affects Entrepreneurial Intentions
- H2: Entrepreneurial Knowledge positively affects Entrepreneurial Intentions
- H3: Personal Characteristics positively effects on Entrepreneurship Intentions
- H4: Theory of Planned Behaviour moderates the relationship of Islamic Values and Entrepreneurship Intentions
- H5: Theory of Planned Behaviour moderates the relationship of Entrepreneurial Knowledge and Entrepreneurship Intentions
- H6: Theory of Planned Behaviour moderates the relationship of Personal Characteristics and Entrepreneurship Intentions



ACADEMIC SOLUTIONS

Assuming three determinants of business intent within the planned behavior theory and adding three more proposed factors, our proposed business intent model is shown in Figure 1. In this model, business intent depends as a variable (DV) (EI). Being three independent variables and their latent variables are affected. In this model, the dependent variable (DV) of Entrepreneurial Intention (EI) is hypothesized to be affected by three Independent Variables and their latent variables, i.e. Islamic Values, Entrepreneurial Education and Personal Characteristics, one Mediator (Planned Behaviour). All these variables lead towards an outcome which are Entrepreneurial Behavior and New Venture Creation. Thus, the theoretical framework of the above statements would be reflected in the shape of following model:



**"Communal Effect of Islamic Values, Entrepreneurial Knowledge and Personal Characteristics on Entrepreneurial Intentions;
An Analysis of University Students"**

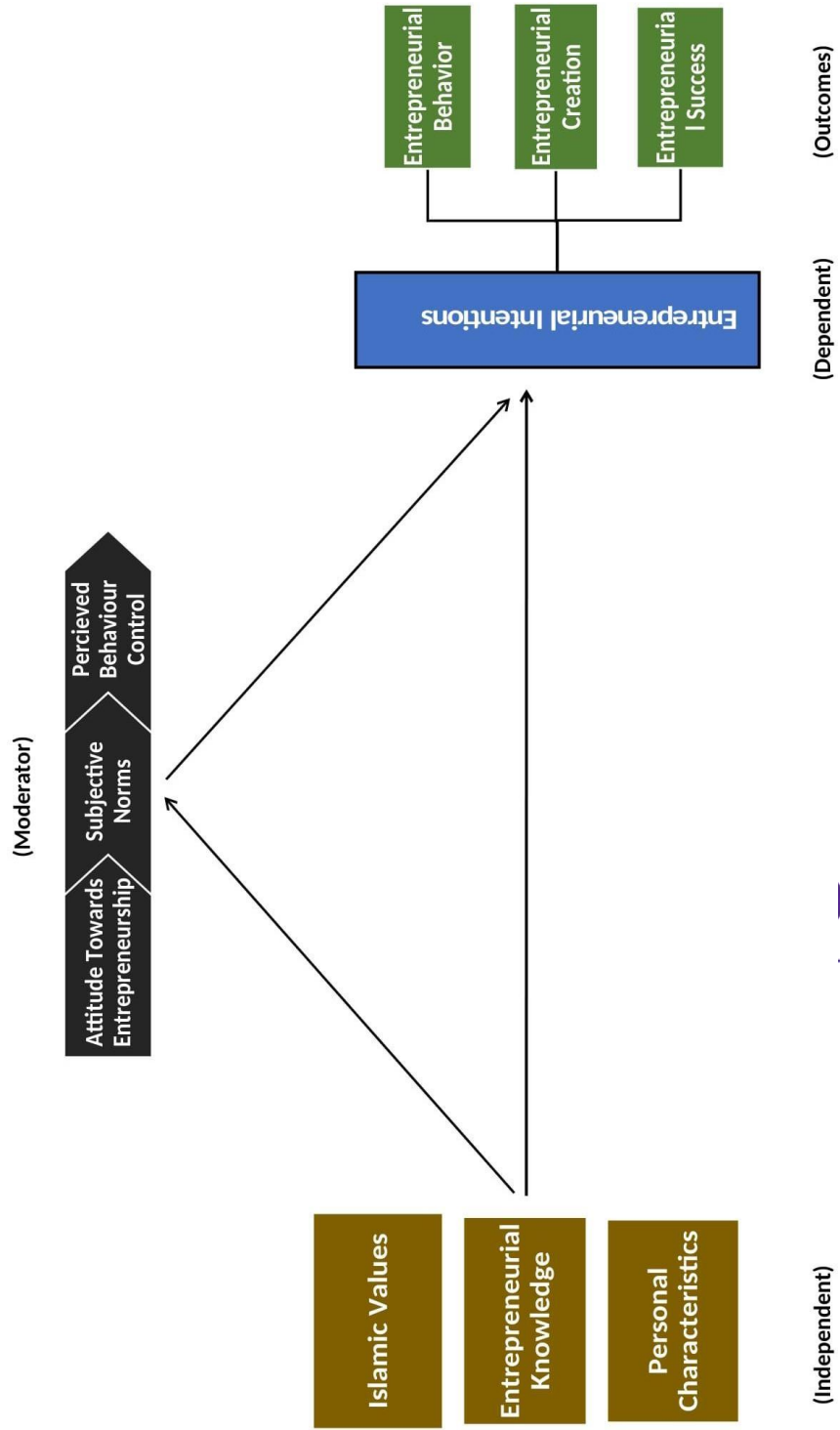


Figure 2: Theoretical Framework



CHAPTER 03



ACADEMIC SOLUTIONS

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Research Philosophy

Upholding of imperative suppositions that deals with how we perceive things encompasses research philosophy (Saunders, Lewis, & Thornhill, 2012). The base of research strategy and methods relies upon these assumptions. Hence, knowing about the philosophical underpinnings of the adopted research strategy and its associated methods is vital for researcher. In lieu to this, guideline for choice of research process orbits two components of research philosophy i.e., ontology and epistemology (Saunders et al., 2012).

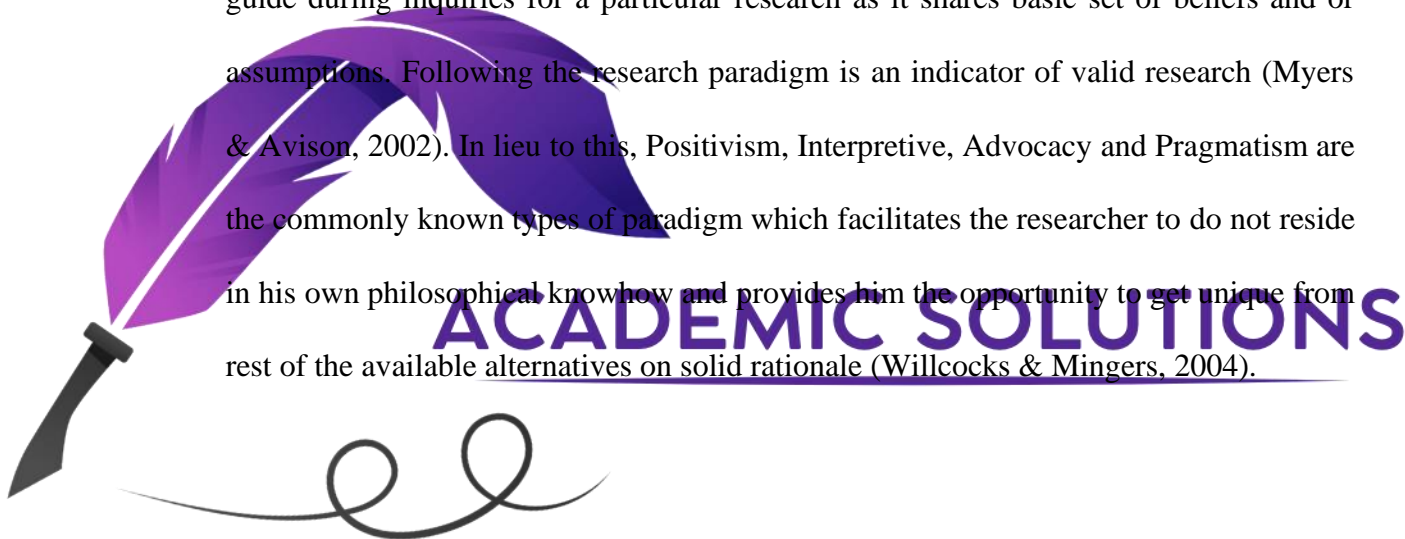
In ontology, all debate is about reality, nature of reality and or what is reality; finding of reality is knowledge whereas epistemology occupies how knowledge is created, acquired, and communicated (Scotland, 2012). Objectivism and subjectivism are the two

extreme dimensions of ontology. In objectivism, the real world phenomenon / object is independent from concerned social actors which are essentially associated for its happening (Saunders, Lewis, & Thornhill, 2012; Wahyuni, 2012). In this regard, researcher infers the meaning from the object as the meaning resides inside the phenomenon / object (Scotland, 2012). On the other hand, dimension of subjectivism is under the influence of perceptions and resultant actions of the social factors which may varies from time to time and person to person (Saunders, Lewis, & Thornhill, 2012; Scotland, 2012).



ACADEMIC SOLUTIONS

Further, positivism, realism and interpretivism are among the key points which play vital role in exploring the nature of knowledge via epistemology (Wang & Nasr, 2011). Similarly, philosophical and theoretical bases for magnifying the universe and social world in systematic manner are the result of interconnected set of suppositions which is referred to paradigm (Filstead, 1979). Paradigm in a particular field works as a trend setter in carrying out the research (Morgan, 2007). In other words, paradigm is a set of agreements which is enriched with collection of beliefs shared by scientists during the apprehension of specific phenomenon (Creswell, 2003). Resultantly, paradigm acts as a guide during inquiries for a particular research as it shares basic set of beliefs and or assumptions. Following the research paradigm is an indicator of valid research (Myers & Avison, 2002). In lieu to this, Positivism, Interpretive, Advocacy and Pragmatism are the commonly known types of paradigm which facilitates the researcher to do not reside in his own philosophical knowhow and provides him the opportunity to get unique from rest of the available alternatives on solid rationale (Willcocks & Mingers, 2004).



3.1.1 The Positivist Paradigm

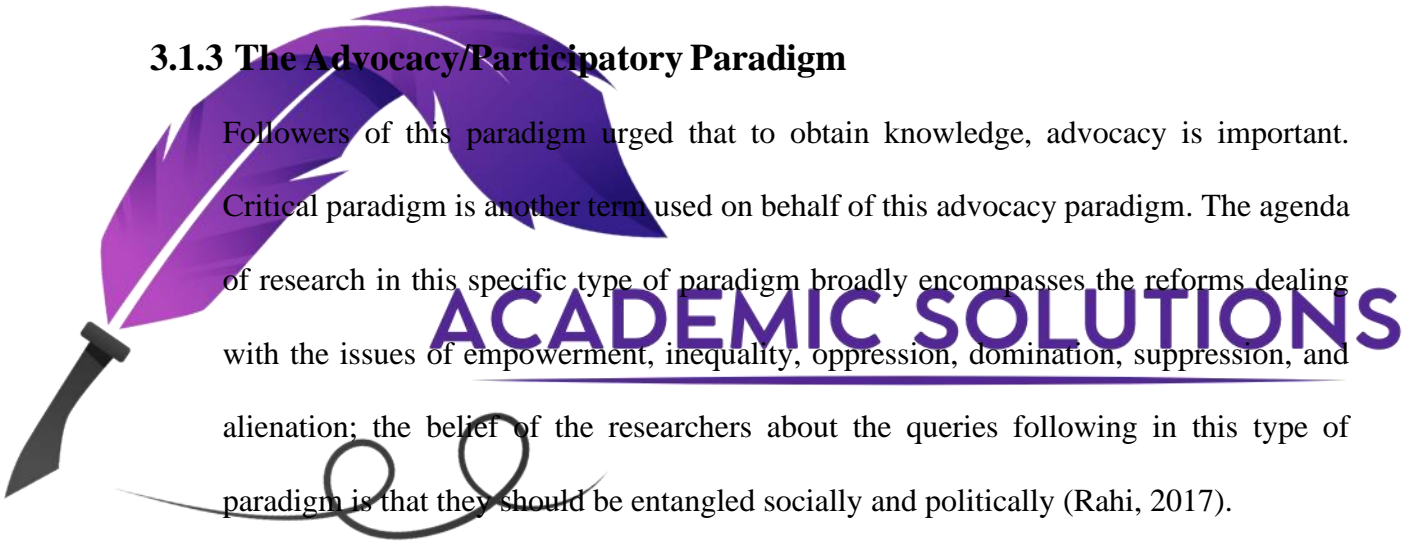
Observations and the experiment are the essentials to obtain true knowledge according to the believers of this type of paradigm. Scientific Method, empirical science, post positivism and quantitative research are usually the terms used in relation to this positivism paradigm (Levine, Sober, & Wright, 1987). Moreover, stability in the reality by using positivism paradigm can be scrutinized or illustrated in numerical way by keeping in view the objective. In simple, theory verification is done in scientific manner via deductive approach by virtue of this type of paradigm.

3.1.2 The Interpretive Paradigm

Understanding and exploration of the concepts and of the world be done in subjective way according to the followers of this paradigm. Towards certain objects or things and or experiences, believers of this paradigm urged that via in-depth deep interpretation, related true knowledge can be obtained. Constructivism, Social Constructivism and or qualitative research are the terms that orbits interpretive paradigm. In other words, interpretive paradigm type is subjective in nature (Rahi, 2017).

3.1.3 The Advocacy/Participatory Paradigm

Followers of this paradigm urged that to obtain knowledge, advocacy is important. Critical paradigm is another term used on behalf of this advocacy paradigm. The agenda of research in this specific type of paradigm broadly encompasses the reforms dealing with the issues of empowerment, inequality, oppression, domination, suppression, and alienation; the belief of the researchers about the queries following in this type of paradigm is that they should be entangled socially and politically (Rahi, 2017).

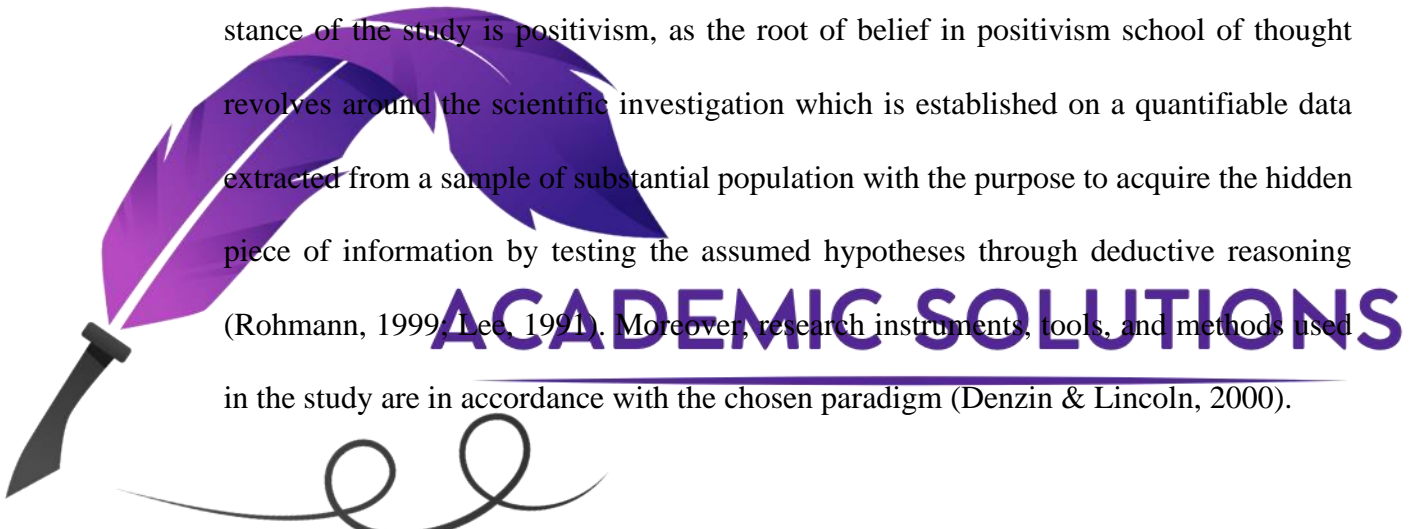


3.1.4 The Pragmatism Paradigm

Strengthening of the identified weakness in the study by using mix method approach is the aim of this subjected paradigm (Johnson & Onwuegbuzie, 2004). Mix method approach is the only way to obtain true knowledge according to the supporters of this specific type. Researchers should utilize all the ways to handle the dilemma instead of relying upon only one type of method (Tashakkori, Teddlie, & Teddlie, 1998). In simple,

entire focus during the use of this specific type of paradigm is on solving of problem rather than the adoption of methodology.

In lieu to above discussion, streamlining of ontological and epistemological basis in this current study have been facilitated by the knowhow of different research paradigms. Since the researcher during this study believes that building framework of current research is based on in digging out the reality, and as majority of the realities can be gauged via objective methods for instance surveys and questionnaires, that's why, objectivism for sure is the ontological stance for this study. Likewise, epistemological stance of the study is positivism, as the root of belief in positivism school of thought revolves around the scientific investigation which is established on a quantifiable data extracted from a sample of substantial population with the purpose to acquire the hidden piece of information by testing the assumed hypotheses through deductive reasoning (Rohmann, 1999; Lee, 1991). Moreover, research instruments, tools, and methods used in the study are in accordance with the chosen paradigm (Denzin & Lincoln, 2000).



3.2 Research Approach

Deductive approach and inductive approach are the two distinctive approaches which are available to the researchers depending upon the nature of study. In deductive approach, the basis of the formulation of hypothesis development is an existing theory which is elucidating the phenomenon under scrutiny while on the other hand development of theory on the basis of analysis of the data explored refers to inductive approach (Saunders et al., 2012). Surveys, questionnaires, and interviews are the main vital sources used for

collection of data in deductive approach whereas interviews, observations, case studies, focus group discussion orbits inductive approach (Babbie, 2012).

Replication of deductive research can be done as it is objective in nature but replication of inductive research is not so easy owing to its subjective nature. The approach of this study is deductive as in it the hypotheses are developed on the basis of theory i.e., Theory of reasoned action (Fishbein & Ajzen, 1975), and the aim of the study is to provide a comprehensive model by showing an association between personal and subjective norm factors dealing with electronic word-of-mouth in social network sites context in emerging online markets of South Asia specifically in Pakistan. The deduction of arguments takes place from TRA which later on establishes the framework for the advancement of different research hypotheses by relying upon the objective under scrutiny.



3.3 Research Design

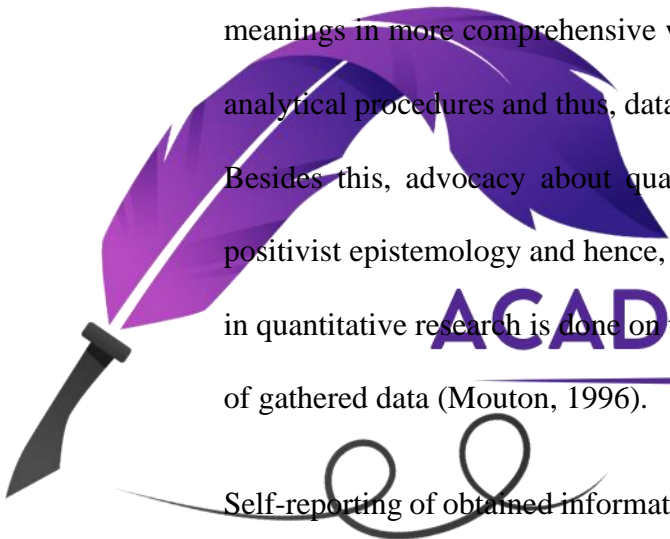
ACADEMIC SOLUTIONS

Research design basically serves as a blueprint which depicts how, when and from where data will be collected and the ways it will be analyzed to draw relevant conclusions (Parahoo, 1997; Burns & Grove, 2003). In simple, a scheme of research methodology is called research design. In it the formulation of guidelines as a roadmap to research happens on premise of ontological and epistemological principles (Tuli, 2011). So as to answer the investigated research questions, research design shall hold the arrangements and modus operandi (Zikmund, 2003). Choosing of the research approach is among one of the interrelated decisions which are of utmost importance while during the designing of research study (Minocha, 2006) as this eases the way that how to obtain the information. With the finalization of research approach tactical research decisions are

made which are more associated with what specific measurements to be involved, size, length and structure of the questionnaire, and the course of action for picking up the sample to be interrogated (Blumberg & Schindler, 2008). Another important line of action is also to be considered which is linked with time constraint and budget availability while making the tactical decisions about the methodology in research design. Similarly, qualitative or quantitative design, and multiple methods research design are the diversified designs which can be used to carry out a research (Saunders et al., 2012).

Qualitative research allows flexibility in questions in order to infer participants' meanings in more comprehensive way by using multiple data collection techniques and analytical procedures and thus, data collection in qualitative research is not standardized. Besides this, advocacy about quantitative research based on objective ontology and positivist epistemology and hence, this current study opted for survey strategy. Analysis in quantitative research is done on the basis of using descriptive and inferential statistics of gathered data (Mouton, 1996).

Self-reporting of obtained information from a sample of population is done in descriptive survey which later on be used to examine relationship of research study variables by suggesting a generalized model for mass segment of population. A survey research can be used for descriptive, explanatory and or exploratory purposes (Robson, Real World Research (3/E). Oxford: Blackwell., 2011). In this regard, due to explanatory nature of the study, as the variables are very well identified, operationalized and described according to the situation in practical aspects with the purpose to test a new model based on theory of reasoned action in which technology acceptance model is embedded; entire emphasis is on explaining the relationships of inculcated variables in order to infer affirm



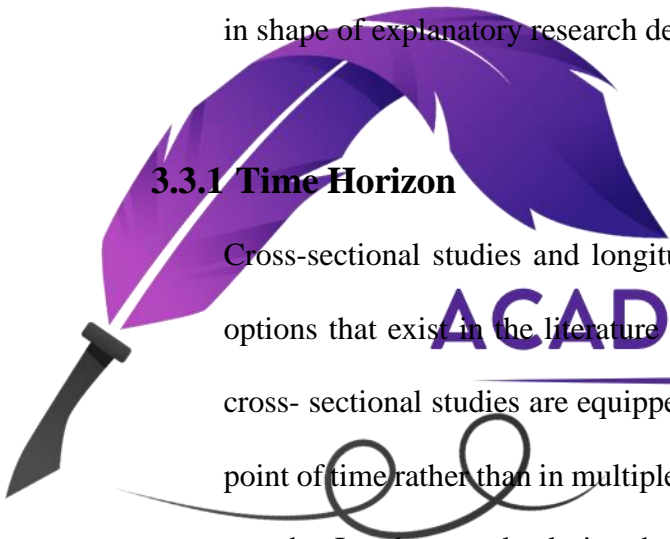
ACADEMIC SOLUTIONS

conclusions by relying upon the numerical evidence. Survey is the most appropriate method for such study analysis and data is collected from potential sample. Moreover, a standardized survey can be very objective in yielding of high validity and exceptional reliability with a fewer chance of biases (Baruch & Holtom, 2008). This study is explanatory in nature.

So, in light of the above recommendations and suggestions in different time frames by diversified esteemed authors, this study focuses right from setting the objectives to finally obtain the answers for the set research objectives, a well-structured and well planned path in shape of explanatory research design by adopting the following sequential manner.

3.3.1 Time Horizon

Cross-sectional studies and longitudinal studies are the two widely available possible options that exist in the literature (Saunders, Lewis, & Thornhill, 2009). Designing of cross-sectional studies are equipped with to collect information in one shot or at single point of time rather than in multiple periods, perhaps over a period of days, weeks and or months. In other words, during the use of this type of time horizon in order to ascertain how factors differ in a specific situation, collection of data be done from diverse organizations or batches of people at a single point of time (Bryman, 2007). Cross-sectional study usually in a brief time frame collects data for analysis and interpretation by overcoming the constraints of time and resources and thus enables the researcher hastily about an ongoing situation by taking a comprehensive snapshot. In simple, cross-sectional study facilitates in determining the prevailing characteristics in population without manipulating variables at a certain point of time. Cross-sectional studies usually

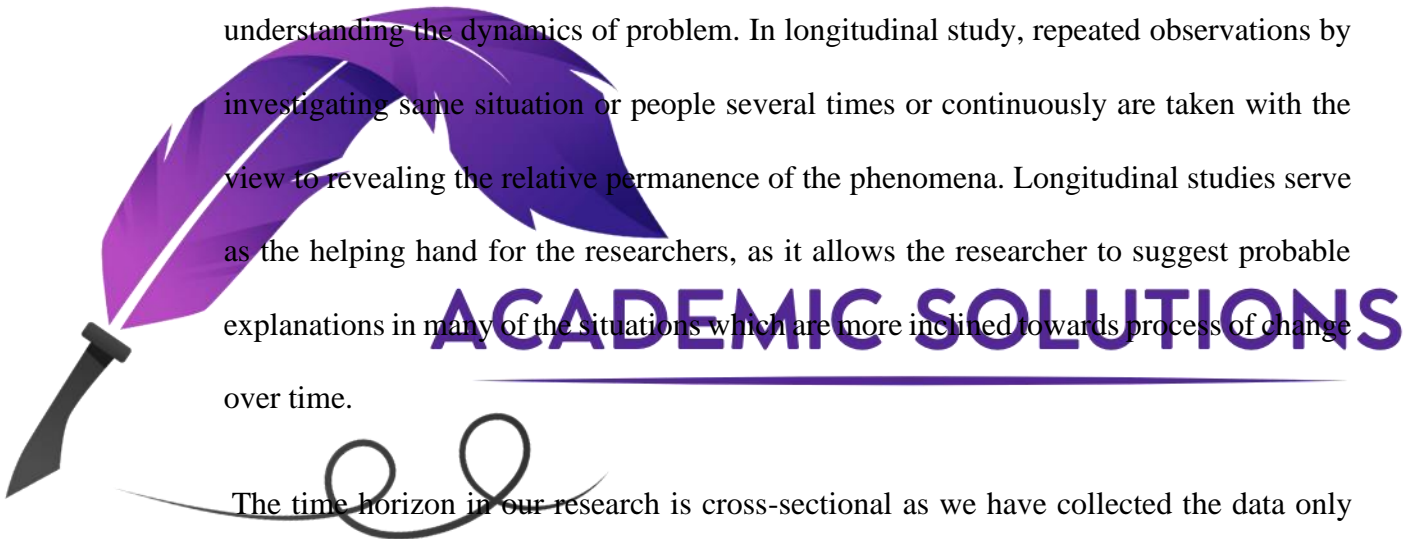


ACADEMIC SOLUTIONS

pave the way for further study by collecting data on some different variables which might correlate with the critical variable of interest.

Opposing to cross-sectional study as discussed earlier another important available time horizon is in shape of longitudinal study. Longitudinal study is the other most commonly referred type in which researcher collects the data in different time frames in order to infer the final conclusion. Researcher in order to answer the research questions while scrutinizing the phenomena, in some cases, might take multiple measures and thus this referred to longitudinal study. Longitudinal studies usually start with the aim of understanding the dynamics of problem. In longitudinal study, repeated observations by investigating same situation or people several times or continuously are taken with the view to revealing the relative permanence of the phenomena. Longitudinal studies serve as the helping hand for the researchers, as it allows the researcher to suggest probable explanations in many of the situations which are more inclined towards process of change over time.

The time horizon in our research is cross-sectional as we have collected the data only one time and respondents in our research are relative on various properties yet unique on a key factor of interest. As the present examination endeavors to come across with inspirational and persuasion factors of electronic word-of-mouth usage, the appropriate time horizon is cross sectional because the attitudes and behaviors do not change in a short period of time (ROBERT, 2019). Further, cross sectional data is recommended where variable have no time ordering (Sekaran & Bougie, 2016).



3.3.2 Study Settings

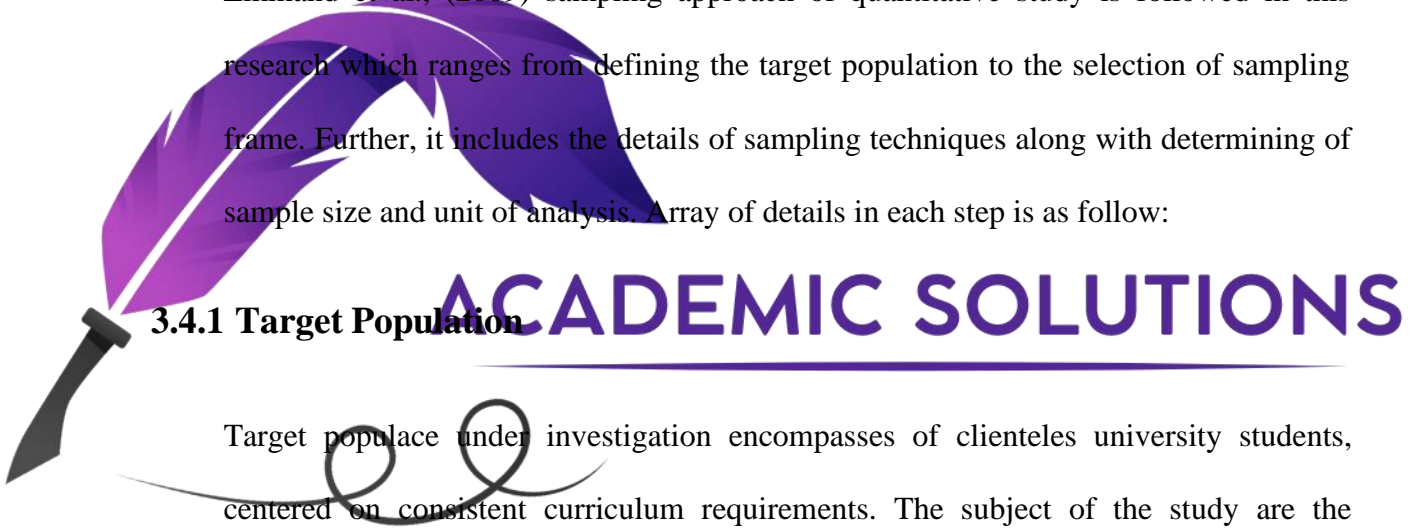
Conduction of the study by the researcher in physical, social and cultural context is termed as research setting (Given, 2008). In lieu to this clarity, the current study were carried out in natural environment where proceedings of work have a smooth flow without any artificial hindrance and is referred to non-contrived setting.

3.4 Sample Design

In order to generalize the findings of the current study on mass segment of population, Zikmand et al., (2009) sampling approach of quantitative study is followed in this research which ranges from defining the target population to the selection of sampling frame. Further, it includes the details of sampling techniques along with determining of sample size and unit of analysis. Array of details in each step is as follow:

3.4.1 Target Population

Target populace under investigation encompasses of clientele university students, centered on consistent curriculum requirements. The subject of the study are the university students studying in different levels in various institutions. The population belonged to all age groups, genders, educational levels, and family backgrounds and enrolled in universities. The instrument was personally administrated to the university students and data was then collected using the technique of judgmental sampling. The geographic area selected were the educational institutions located in the twin cities. In the case the population is a wide array of students not having any systematic record.



Moreover, the population have the intent to become entrepreneurs in general which is also a common understanding.

The sampling procedure that was used in this investigation is Judgmental sampling. As collected works endorse that when the populace is too big and the randomization is not promising, furthermore, when the populace is consistent, and having a proper knowledge of the subject case that is business and enterprise world, then it is feasible to use Judgmental sampling can be the finest approach of sampling (Kitchenham & Pflieger, 2002).

The technique was opted for having in view that the information of respondents for this analysis is not existent in any formal documentation, hence perchance lack of suitable sampling casing, consequently, non-probability sampling method, will be used to extract sample from objective populace.



ACADEMIC SOLUTIONS

Consistent population is one where all entities can be considered as the similar type (Krosnick, 1991). All discrete inclinations towards creating an enterprise are similar for the reason that they partake same requisites and wants and they all partake similar psychological level to access them (Aaker, 1996).

On the basis of these characteristics, Judgmental sampling is used. There is superior likelihood that similar results can be generalized over larger population with a slight distinction (Salganik & Heckathorn, 2008). Thus, there is a larger likelihood that generalization will not become an issue in results (Saumure & Given, 2008).

This study involved all the public and private sector institutions located in the twin cities of Rawalpindi and Islamabad. Thus, the population shall consist of all the students of these esteemed institutes.

3.4.2 Sample

Population as a whole is going to be represented by virtue of sample as it is very difficult and sometime impossible for a researcher to interact with every individual from a larger set of population. The basis of sample formation is the selection of members from the population segment so that's why a substantial number of respondents', researcher has to select to draw the required and scientifically valid results (Sekaran, 2000). In every aspect or feature sample represents a population. Sample helps in drawing inferences for any feature of population in simple and easiest way but in order to have meaningful repercussions on the overall findings of the research study, careful selection of sample is highly recommended.



ACADEMIC SOLUTIONS

3.4.3 Sample Frame

The individuals within a target population from whom the sample is drawn basically referred as sampling frame (Zikmund, Babin, Carr, & Griffin, 2009). In lieu to this definition, the unit of examination in our line of examination comprises of college understudies considering in different degree programs, particularly in business degree programs situated in the twin urban areas.

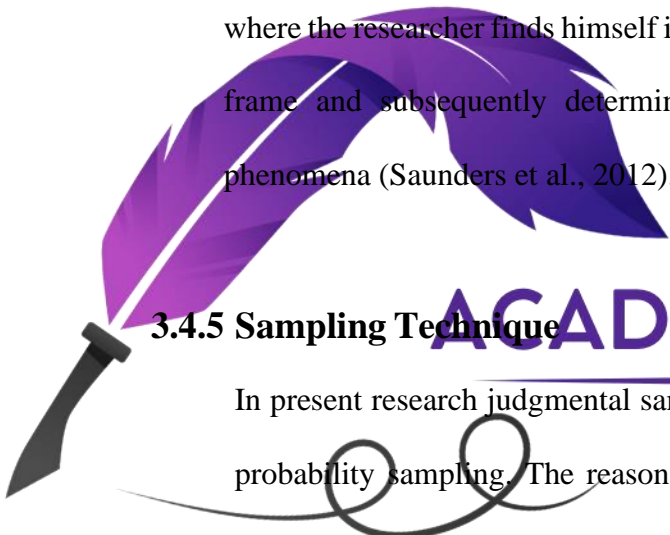
3.4.4 Sampling Method

A carefully and appropriately selected sample is truly representative of a study population as it reflects the characteristics of population. Two commonly used types of sampling methods are probability sampling and non-probability sampling (Robson, 2011). In probability sampling each unit of analysis has an equal chance of selection while in non-probability sampling each unit of analysis do not have known chances of being selected as sample from the population and selection of sample totally depends on researcher subjective judgment. Moreover, non-probability sampling suits best in the situations where the researcher finds himself in cumbersome position while specifying the sampling frame and subsequently determining of sample size is an issue and or nebulous phenomena (Saunders et al., 2012).

3.4.5 Sampling Technique

In present research judgmental sampling technique is used which is a sub-type of non-probability sampling. The reason of using judgmental sampling technique in current study is this that it urged upon the selection of respondents by the researcher must be purely based on their knowledge and professional knowhow and in this regard, being an emerging trend of entrepreneurial intentions, all discipline students are not considered as population of this study and only business graduates are involved.

For sure in a limited time frame, it is not possible to approach all the potential business students because of their scattered positions in different universities, however, through



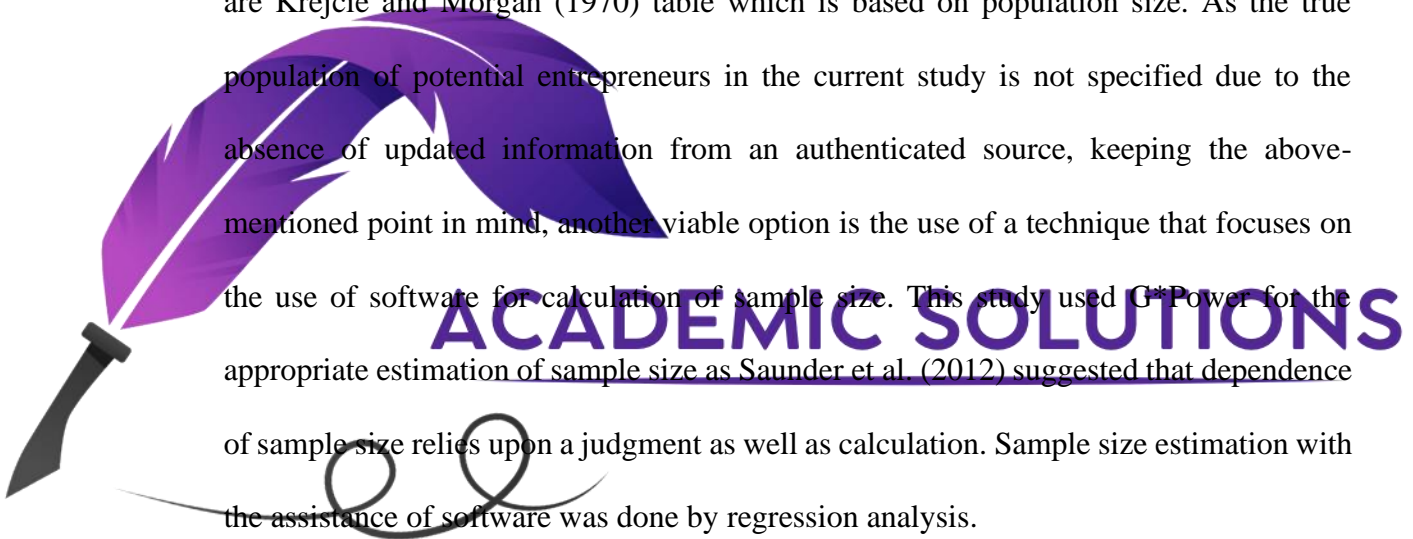
ACADEMIC SOLUTIONS

self-administered questionnaire thorough effort was made to reach to maximum potential students.

3.4.6 Sample Size

The research study may lack its overall scientific effectiveness if an inappropriate sample size would have taken from an identified area of interest. Selecting an appropriate sample size is one of the most important tasks that the researcher should take care of (Sekaran, 2000). Estimation of sample size can be done by a variety of techniques and among them are Krejcie and Morgan (1970) table which is based on population size. As the true population of potential entrepreneurs in the current study is not specified due to the absence of updated information from an authenticated source, keeping the above-mentioned point in mind, another viable option is the use of a technique that focuses on the use of software for calculation of sample size. This study used G*Power for the appropriate estimation of sample size as Saunder et al. (2012) suggested that dependence of sample size relies upon a judgment as well as calculation. Sample size estimation with the assistance of software was done by regression analysis.

The sample size in the current study is 600 respondents which were calculated by keeping a 95% confidence interval, restricting the margin of error to 3% and the number of predictors were 50.

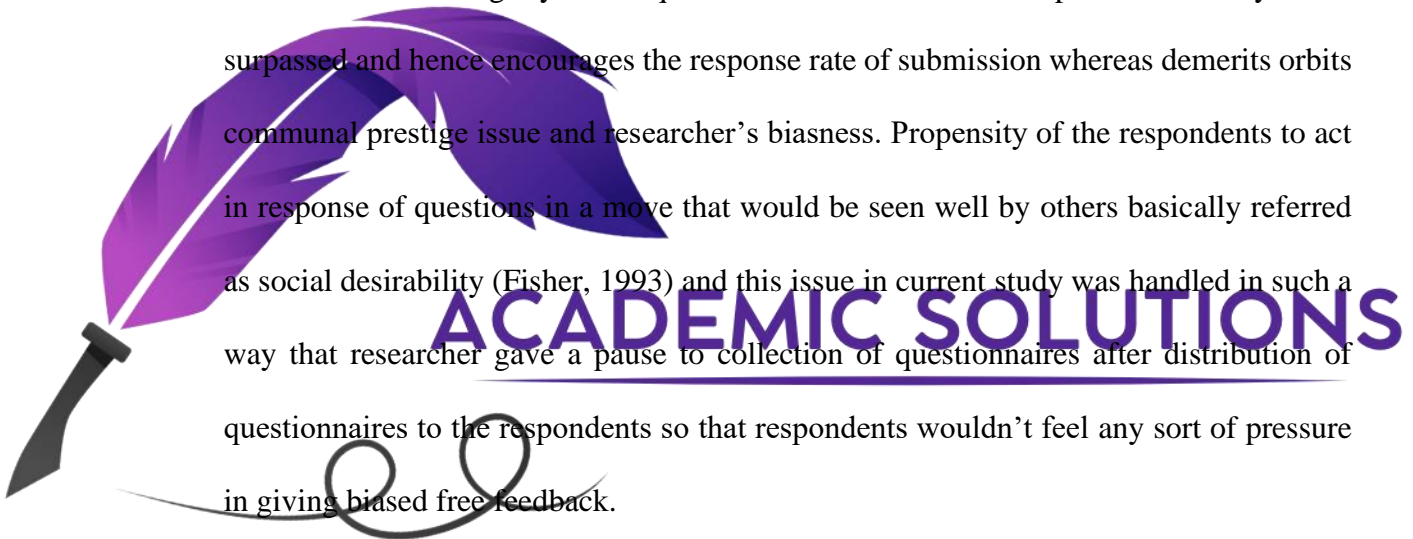


3.5 Data Collection Procedure

For data collection, the self-administered adapted questionnaire was used as administered questionnaire gives the far-reaching perspective on the motivations, beliefs and attitudes of the large population with a smaller sampling range error in lesser time (Cargan, 2007).

In the adapted questionnaire certain appropriate changes were incorporated in context of nature of study. Of course, merits and demerits in administered questionnaire are side by side. If talking of about the inclined side of administered questionnaire, context wise and content related ambiguity in the questionnaire floated to the respondents is very much surpassed and hence encourages the response rate of submission whereas demerits orbits communal prestige issue and researcher's biasness. Propensity of the respondents to act in response of questions in a move that would be seen well by others basically referred as social desirability (Fisher, 1993) and this issue in current study was handled in such a way that researcher gave a pause to collection of questionnaires after distribution of questionnaires to the respondents so that respondents wouldn't feel any sort of pressure in giving biased free feedback.

Moreover, in order to gather information from the identified group of respondents, predetermined and sequential questions were used. Designing of the questions in the questionnaire in a logical order is very crucial to obtain fruitful insights. Repetition of the questions raises ambiguity in the mind of respondents and thus dwindles the efficacy of a questionnaire. Logical order of the questionnaire must be in accordance with the line and length of the research objectives. Taking due care while designing the wording in questions of questionnaire and avoidance of asking unnecessary and irrelevant questions



is highly recommended at this stage in order to protect the study from any biased attitude of the selected sample at later moments. The cover page employed the brief overview about researcher's profile, purpose of the current research, statements about the privacy and confidentiality of the respondents.

3.6 Data Analysis and Techniques

Usually, data analysis is done with the purpose to reveal the underlying explanatory mechanism of inculcated variable relationships by extracting useful information (Saunders et al., 2009). As the research is explanatory and is based on hypothesis testing, in this regards data is analyzed using SPSS and AMOS because estimations of complex cause-effect relationship models with latent variables are best explained (Hair, Hult, Ringle, & Sarstedt, 2014). Moreover, basic tests for data screening including checking the missing values, test for outliers, descriptive statistics, test for normality, multicollinearity tests, reliability and validity tests etc were also performed in order to ensure the data health before getting into the detailed data analysis. Further, brief overview of some of the vibrant essential tests of data analysis is as under whose detailed discussion is in chapter no 4.

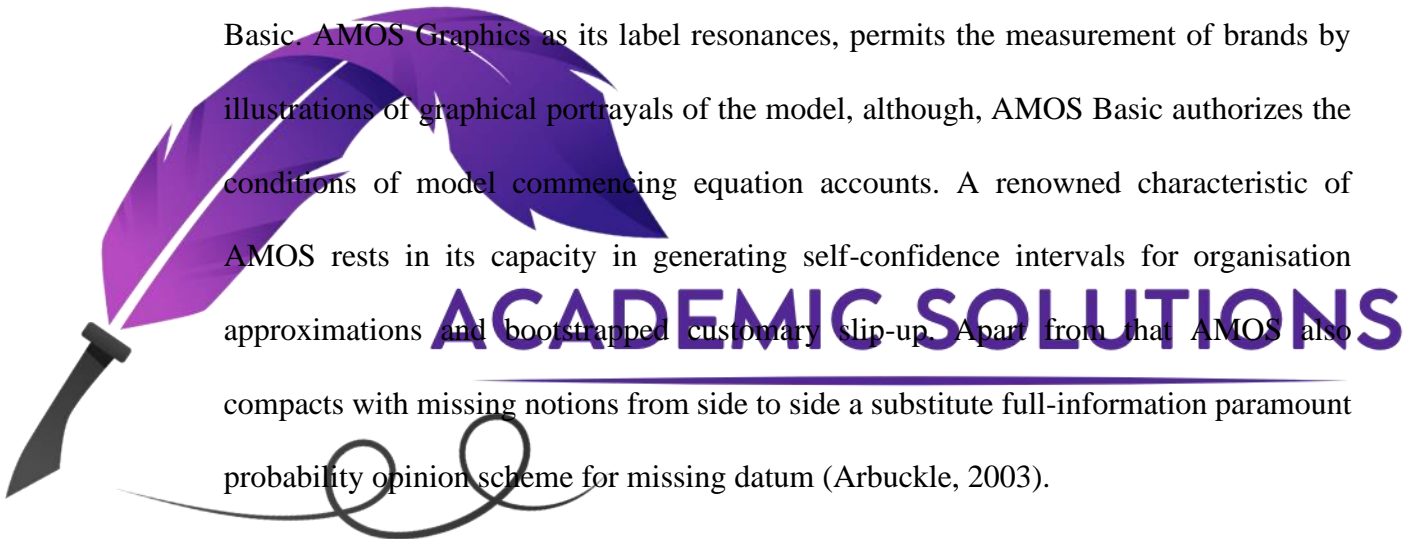
SPSS

For proper analyzing of given information, latest edition of SPSS (version 20) and SEM investigation with AMOS were used for in progress analysis, the tool of Statistical Package for Social Sciences (SPSS) was used to investigate the tranquil data, for every fixed scale in the survey, the coding were settled. Besides, the responses were implanted rendering to the requisites of the research. SPSS had been used to investigate the data in

jargon of comprehensive factual statistics and to authorize the consistency of the scales implemented. Moreover, Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were also governed to validate the fallouts attained. The elementary utility of AMOS is to exam hypothesized exemplary by mining values form SPSS statistics sheet.

AMOS

Analysis of Moment Structure (AMOS, version 20) is a supplementary unit of SPSS, which concessions two utmost significant modules i-e AMOS Graphics and AMOS Basic. AMOS Graphics as its label resonances, permits the measurement of brands by illustrations of graphical portrayals of the model, although, AMOS Basic authorizes the conditions of model commencing equation accounts. A renowned characteristic of AMOS rests in its capacity in generating self-confidence intervals for organisation approximations and bootstrapped customary slip-up. Apart from that AMOS also compacts with missing notions from side to side a substitute full-information paramount probability opinion scheme for missing datum (Arbuckle, 2003).



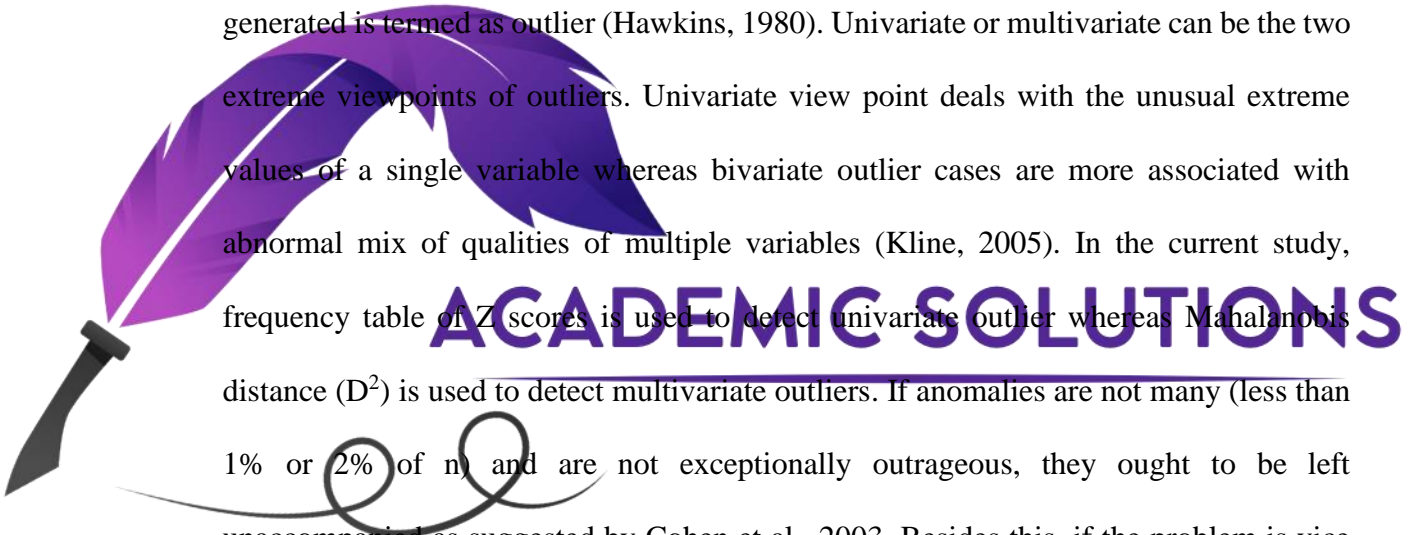
3.6.1 Missing Values

In a survey research because of multiple varied reasons among series of problems, missing data is one of the most common problems. It may originate because of lengthy questionnaire, lack of clarity about the questions of the questionnaire, not having the familiarity or having little knowledge about the inquired concept etc. In lieu to this while managing missing data, divergent techniques contingent on the missing pattern are used

i.e., list wise deletion, pair wise deletion, and or imputation techniques (Graham, 2009). If the percentage of missing data is greater than 5%, statistical power may get reduce and can prompt to one-sided estimation of the parameter (Tabachnick, Fidell, & Ullman, 2007).

3.6.2 Outliers

The deviation of an observation from rest of the other many observations in such a way that it caused suspicion about the genuineness of the mechanism from which it was generated is termed as outlier (Hawkins, 1980). Univariate or multivariate can be the two extreme viewpoints of outliers. Univariate view point deals with the unusual extreme values of a single variable whereas bivariate outlier cases are more associated with abnormal mix of qualities of multiple variables (Kline, 2005). In the current study, frequency table of Z scores is used to detect univariate outlier whereas Mahalanobis distance (D^2) is used to detect multivariate outliers. If anomalies are not many (less than 1% or 2% of n) and are not exceptionally outrageous, they ought to be left unaccompanied as suggested by Cohen et al., 2003. Besides this, if the problem is vice versa of previously discussed situation then trimmed means (outliers are just skipped) and winsorized variances (depending upon the sample size, outliers are dragged in the direction of the hub of distribution) is recommended (Yuen, 1974).

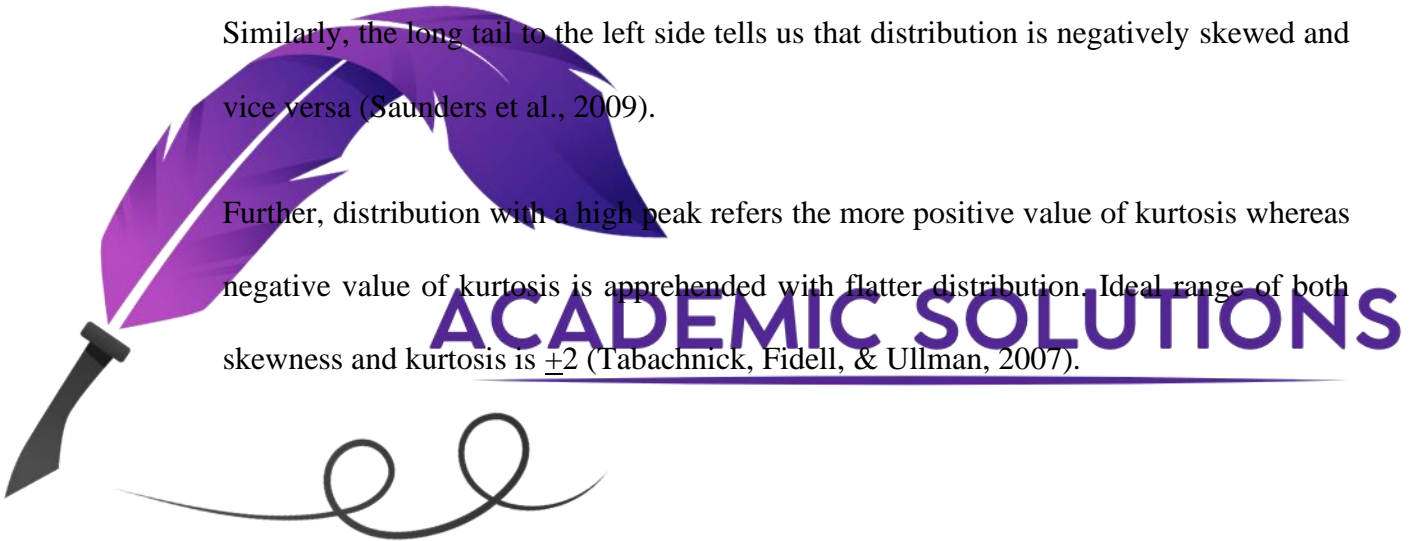


3.6.3 Normality

Normality among the individual measured items is checked in the current study as it is one of the most significant suspicions of multivariate analysis (Hair, Black, Babin, & Anderson, 2010). Skewness and kurtosis statistics can be used in order to assess the normality as symmetry of the distribution is associated with skewness whereas, pointedness and or flatness of the distribution refers to kurtosis respectively.

When the mean value of the variable doesn't fall in the focal point of dispersion and is on left and right from the center point then this variable is termed as skewed variable. Similarly, the long tail to the left side tells us that the distribution is negatively skewed and vice versa (Saunders et al., 2009).

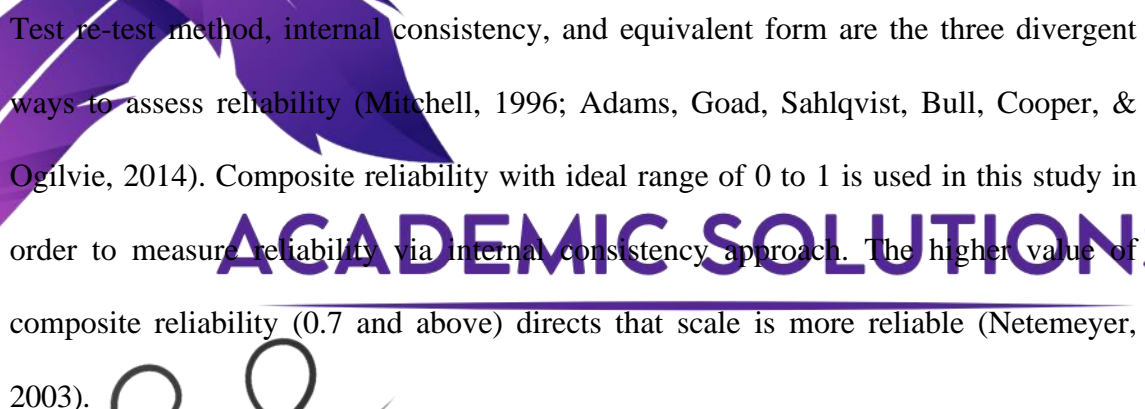
Further, distribution with a high peak refers to the more positive value of kurtosis whereas a negative value of kurtosis is apprehended with flatter distribution. Ideal range of both skewness and kurtosis is ± 2 (Tabachnick, Fidell, & Ullman, 2007).



3.6.4 Reliability and Validity of Scales

Various issues related to quality of research data in number of studies do exist due to unawareness and incompetency of the researcher (Saunders, 2009). Proper checking of reliability, validity and generalizability as suggested in overall research design helps the researchers in coping up the cumbersome situations by avoiding any type of quality related issues to the data.

Extent to which consistency in research findings is observed during data collection techniques is referred to as reliability (Saunders, 2009). In other words, reliability term narrates that during replication of the study under the same conditions, to what extent similar results are obtained. Here same condition means that time may be different, researcher may vary, place and location may change but the overall scenario and subjected phenomena or topic of discussion shouldn't be changed and if then similar research findings were observed again repeatedly, this is how the reliability is assessed in genuine sense. In last but not the least, one should keep in mind that steadiness in measurement does not necessary lead to validity.



Test re-test method, internal consistency, and equivalent form are the three divergent ways to assess reliability (Mitchell, 1996; Adams, Goad, Sahlqvist, Bull, Cooper, & Ogilvie, 2014). Composite reliability with ideal range of 0 to 1 is used in this study in order to measure reliability via internal consistency approach. The higher value of composite reliability (0.7 and above) directs that scale is more reliable (Netemeyer, 2003).

Then again, validity is the degree to which a concept or an instrument is well founded and measures what it expects to quantify so as to contribute in body of knowledge (Polit & Hungler, 1993). External validity tells us that how pertinent the findings are to the real world and in the current study external validity is already established as all the standard scales are used. Similarly, internal validity is more associated with the structure of the study that how well a study is conducted and is carried in the study to distinguish contrasts in the observed phenomenon by virtue of high power statistical tests (Coolican, 1994).

Content validity, criterion validity and construct validity are the three diversified types which surrounds internal validity (Saunders et al., 2012). Content validity usually involves an expert panel which monitors that to which extent items are adequately communicating their conceptual definition and whether that the included scale items encompass the complete purview of constructs are being measured or not (Hair et al., 2010; Saunders et al., 2012).

The ability of a measure to make accurate prediction is related with criterion validity and is useful for predicting performance or behavior in another situation (Saunders et al., 2012). Third type or construct validity refers to “the degree to which depth of the questions actually represents the construct under discussion” (Saunders et al., 2012).

In current study, we observed construct validity via convergent and discriminant validity respectively.



ACADEMIC SOLUTIONS



CHAPTER 04

ACADEMIC SOLUTIONS

CHAPTER FOUR: FINDINGS & ANALYSIS

4.1 Overview

This chapter consists of three major sections, being the first one, is the descriptive analysis of the data gathered, the second section being the exploratory factor analysis. The final step will be the testing of the hypothesis, as prescribed by the nature of the research questions, the effect of all the three Independent Variables on the Entrepreneurial Intention, with the moderating effect of TPB.

4.2 Phase1

This phase comprises of the in-depth analysis of the students, their demographic data, from the self-administrated questionnaire, filled by the respondents, which are the university students, in various universities, to check the effect of different factors on their intentions towards enterprise.

Sample demographics and the missing data value analysis

The following section, comprises of the demographics of the sample respondents, these factors are the gender, age, educational level and occupation of these respondents. The data when collected from the respondents may contain some missing values, hence, the data is screened for the missing values as well as other issues which are confronted during the analysis of the demographic values of the data respondents. The missing values, if present in the data, should be treated.

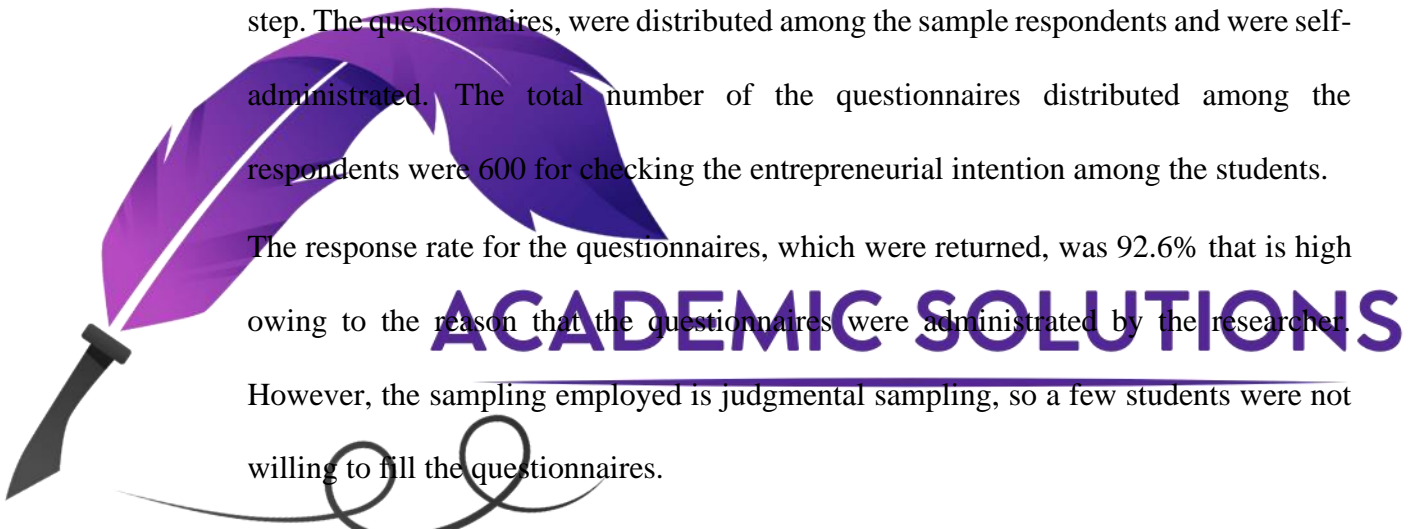
4.2.1 Process of Data Entry and Identifying the Missing Data

The researcher have agreed that, for the reasonable results, the data entry and the data screening, should be done in order to get the data which is good enough to be dealt in SPSS, software, as the multivariate analysis is highly sensitive to data variances and the data which is not processed, for such missing values and data entry errors may cause the results to change (Hair, et al., 1998).

The data was entered into SPSS-20, the data must be evaluated on the basis of per item, as well as, on the case basis. The data was screened for the missing values in the first step. The questionnaires, were distributed among the sample respondents and were self-administrated. The total number of the questionnaires distributed among the respondents were 600 for checking the entrepreneurial intention among the students.

The response rate for the questionnaires, which were returned, was 92.6% that is high owing to the reason that the questionnaires were administrated by the researcher. However, the sampling employed is judgmental sampling, so a few students were not willing to fill the questionnaires.

The data set was inspected by the researcher, so the missing values were not present in the data sheet. Then the data sheet was checked for the extreme values, such as, outliers, so that the unexpected variances may not disrupt the original or anticipated results. After the application of the descriptive statistics, the mean, standard deviation and the mean deviation along with the frequency distribution, the data set was seen to have no outliers present.



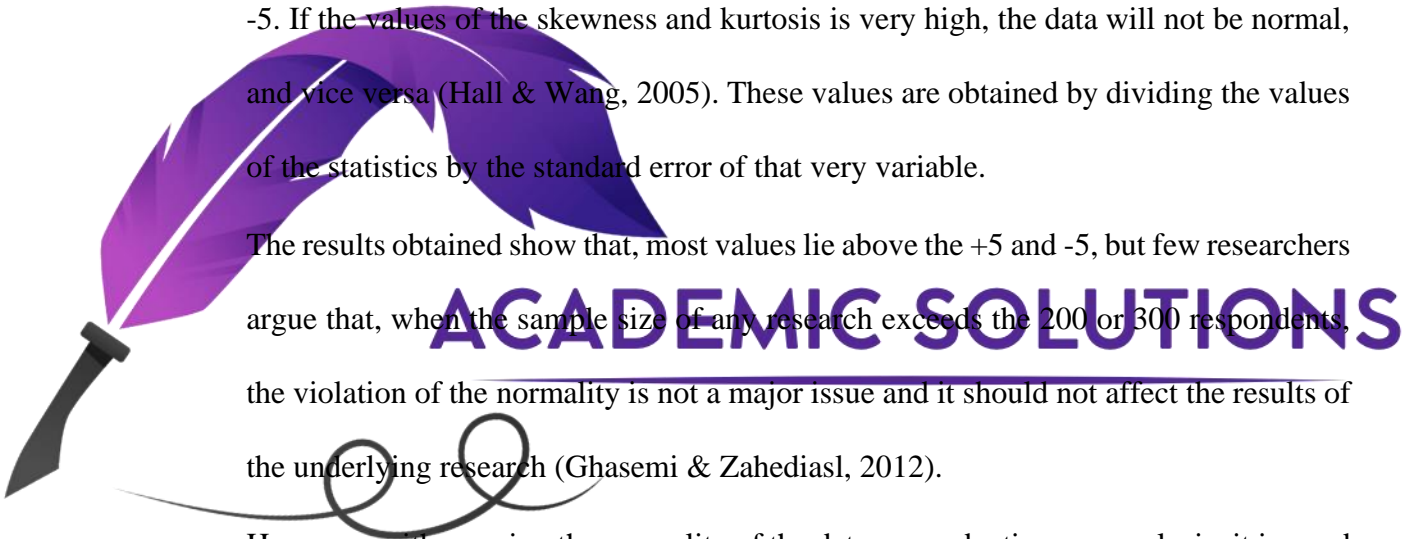
4.2.2 Measurement of normality

As suggested, by the research assumptions for the multivariate analysis the data should be normal, otherwise, the robust technique of the multiple regression, will not provide the accurate results (Hair, et al., 1998). There are two ways to check the normality of the data, firstly, by seeing the values of the skewness and the kurtosis and the other way is to graphically draw the normality curve of the data, to see that the data lies in the normal curve or not.

The values of the kurtosis and the skewness should lie between the extremes of +5 and -5. If the values of the skewness and kurtosis is very high, the data will not be normal, and vice versa (Hall & Wang, 2005). These values are obtained by dividing the values of the statistics by the standard error of that very variable.

The results obtained show that, most values lie above the +5 and -5, but few researchers argue that, when the sample size of any research exceeds the 200 or 300 respondents, the violation of the normality is not a major issue and it should not affect the results of the underlying research (Ghasemi & Zahediasl, 2012).

However, with assuring the normality of the data or conducting any analysis, it is good to check the other basic assumptions as well, such as, the issue of multicollinearity should not exist between the independent variables, as well as, the data should be free of the missing values and the outliers. As reported above, the data has been checked for the missing values and outliers.



There are two main assumptions of the central limit theorem, first one that if the data gathered has a close approximation to the normality the distribution will be normal, and secondly, if the sample size is large the data will be assumed normal, irrespective of the shape of the data. In the undergoing study, the values are slightly more than +5 and -5, but from the discussion above it can be implied that the slight variation from these values will not affect the multivariate analysis, as for the sample size in the current study is greater than 600.

The researchers argued that the normality of the data should be checked by the mean, variance, kurtosis and skewness (Hall & Wang, 2005), however, other researchers argued that normal curve of the histogram can also be an indicator that the data is normal (Tabachnick & Fidell, 2001). The issue of the multicollinearity may cause the data to misrepresent the results, so for checking the multi collinearity the Variance inflation factor (VIF) and correlation matrix is a fine way, suggested by researchers (Hair, et al., 1998).

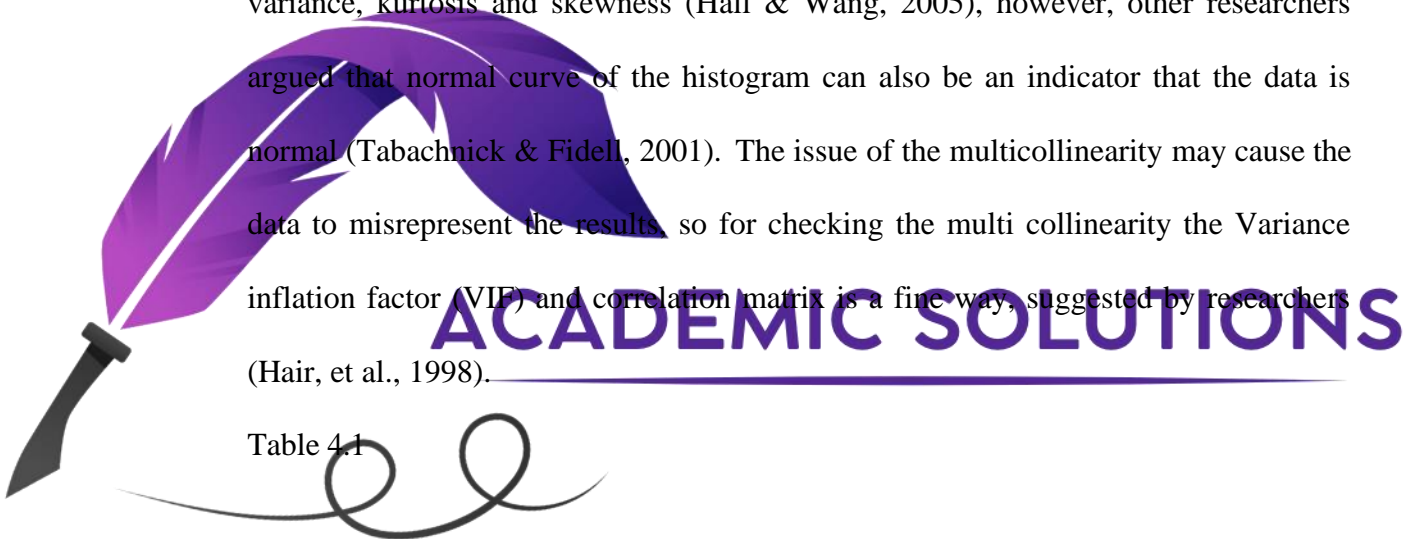


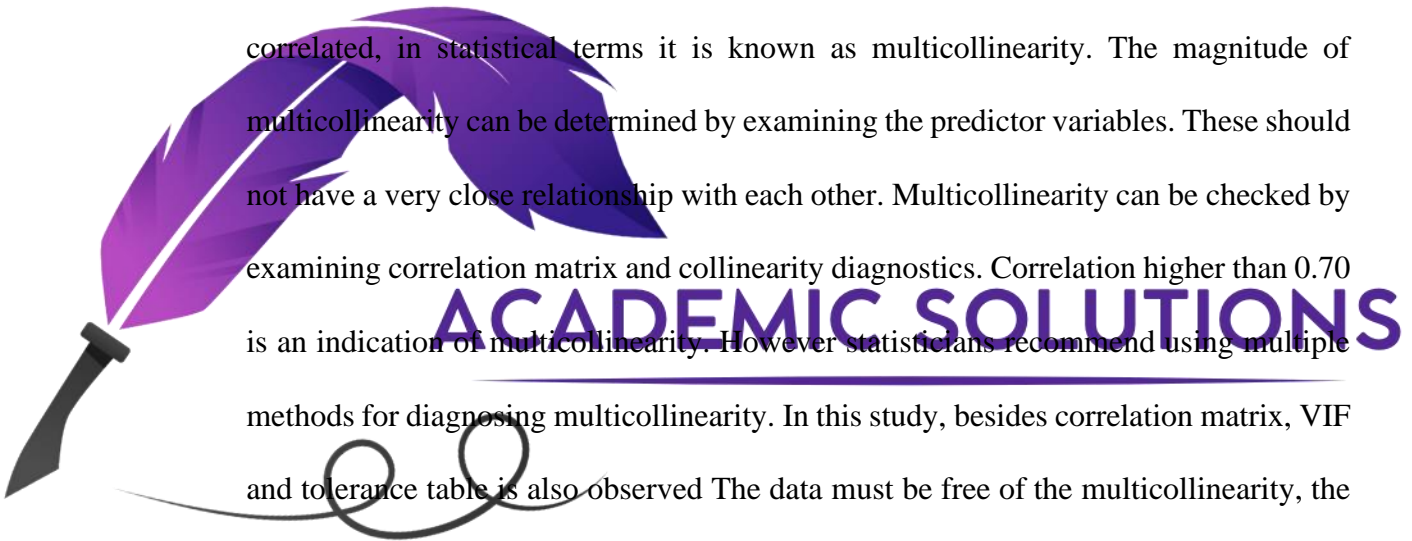
Table 4.1

	Descriptive Statistics								
	N	Minimum	Maximum	Mean	Std.	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Deviation Statistic	Statistic	Std. Error	Statistic	Std. Error
Entrep intention	520	1.25	4.25	2.6797	.51650	.662	.139	.674	.278
Islamic Values	520	2.00	4.00	2.7856	.44918	.748	.139	.247	.278
Entrep Knowld	520	2.20	4.20	2.8850	.42523	.978	.139	1.288	.278
Personal Charac	520	1.80	3.60	2.6111	.44117	.601	.139	-.221	.278
Valid N (listwise)	520								

In this study, the problem of skewness and kurtosis lies there, but due to the large sample size, as well as, from the center limit theorem, it can be deduced that the data is assumed to be normal despite the shape of the data. Further the mean value in the above table shows that, the respondents agree to the conditions given in the questions, on a 5 point likert scale.

4.3.3 Assessment of Multi-collinearity

The last data requirement is that there must be no multicollinearity existing among the variables. When two or more independent variables, in a regression model are highly correlated, in statistical terms it is known as multicollinearity. The magnitude of multicollinearity can be determined by examining the predictor variables. These should not have a very close relationship with each other. Multicollinearity can be checked by examining correlation matrix and collinearity diagnostics. Correlation higher than 0.70 is an indication of multicollinearity. However statisticians recommend using multiple methods for diagnosing multicollinearity. In this study, besides correlation matrix, VIF and tolerance table is also observed. The data must be free of the multicollinearity, the presence of the multicollinearity among the independent variables can cause the problems in model fit, and the higher multicollinearity can affect the actual variances amongst the independent, as well as, the dependent variables, causing enhanced effect of any variable over another.



The Variance inflation factor and the tolerance are a good way to measure the multicollinearity among the independent variables. Researchers suggest that for the indication of the multicollinearity, the value of the VIF should be less than 10 and the tolerance must account for the value higher than 0.1. If the values are not meet, the multicollinearity may exist amongst the independent variables. In the table 4.2 given below, the value of the VIF for all the independent variables is given, along with the values of the tolerance.

Table 4.2
Assessment of Multicollinearity

Coefficients^a

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity Statistics	
		B	std. error				Tolerance	VIF
1	Constant	1.004	.258		3.892	.000		
	Islamic Values	.339	.058	.295	5.810	.000	.917	1.091
	Entrep Knowld	-.179	.062	-.147	-2.897	.004	.915	1.093
	Personal Charact	.477	.058	.408	8.282	.000	.976	1.025

The table displayed above, from the output of the SPSS showing the values of the tolerance and the VIF for the independent variables Islamic Values, Entrepreneurial Knowledge and Personal Characteristics, show that, the tolerance of the independent variables is higher than 0.1, being .917, .915 and .976 respectively. The VIF values are lower than 10, recorded at 1.091, 1.093 and 1.025 respectively for the independent variables so, the multicollinearity does not exist amongst the independent variables. The tolerance and VIF are the collinearity diagnostics, are reciprocal statistics used to assess the multi-collinearity (Hair, et al., 1998). Both criteria. All the values meet the value of the absence of multi-collinearity.

4.4.4 Sample Demographics

The sample demographics tell us that, the characteristics of the sample respondents, as well as, gives an insight that how the respondents are similar and different from each other, so that the variation in their behavior and choice can be seen. The demographic variables such as gender, age, income, marital status and education are seen so that the profiling of the respondents which are the customers of the energy savors can be better understood. With the opting of the descriptive statistics, the respondents' demographics were analyzed.

The table 4.3 displays the gender distribution of the respondents, show that variation among the students, with respect to the gender, exists. From the table given it can be established that, the 62.4% are males while 37.6% are female respondents.

Table 4.3

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	325	62.4	62.4	62.4
Valid	Female	195	37.6	37.6	100.0
	Total	520	100.0	100.0	

The table 4.4 shows the dispersion of the sample respondents on the basis of the age, which is an important factor in seeing, that people belonging to which age group have most of the intentions to become entrepreneurs. In the table given below shows that, the people belonging to the age category of less than 20 are not much interested in becoming entrepreneurs, accounting for only 10.5%.

The group of the age 21-25, having more intentions towards owning a business and accounting for nearly 39.2% , whereas, the age bracket of 26-30 are also showing a positive inclination of entrepreneurship as they constitute the 32.4% of the total. However, people more than the age of 30 show less inclination towards their own enterprise as they only make 18% of the respondents.

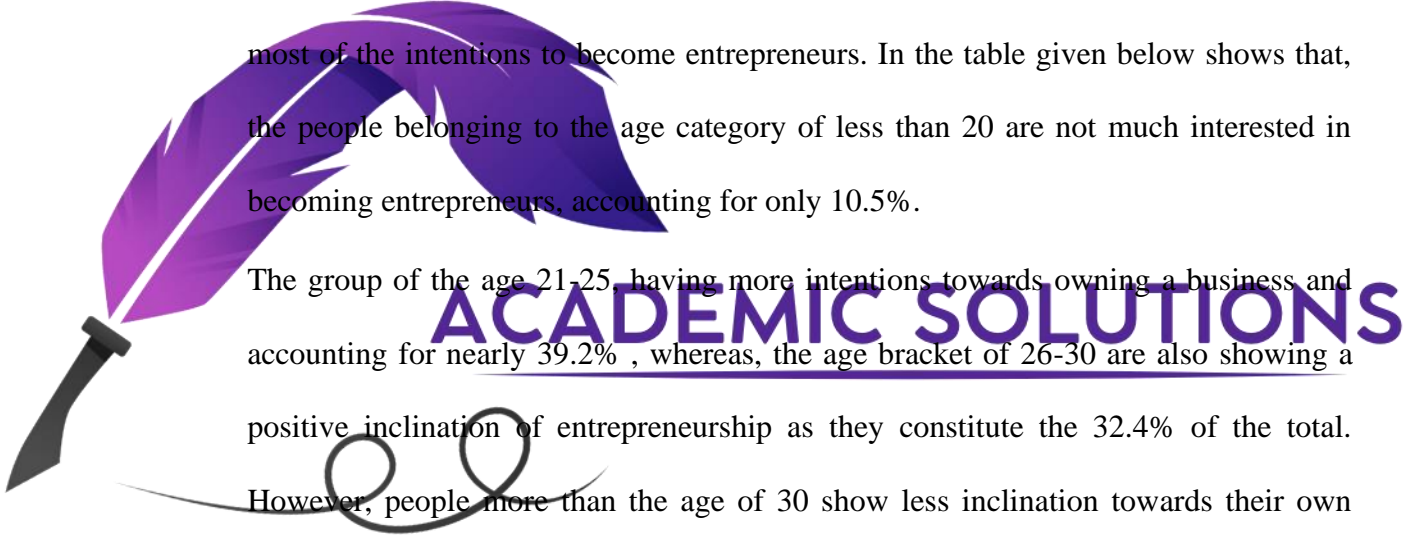


Table 4.4

Age		Frequency	Percent	Valid Percent	Cumulative Percent
	< 20	54	10.5	10.5	10.5
	21-25	204	39.2	39.2	49.7
Valid	26-30	168	32.4	32.4	82.0
	More than 30	94	18.0	18.0	100.0
	Total	520	100.0	100.0	

The table 4.5 of the marital status, given below from the SPSS output, shows that the marital status of sample respondents as, the frequency of the single and married people to have a business enterprise is higher than the others. The percentage of 41.5% and 44.4% people who are single and married respectively, pay more heed to the environmental needs, than that of the others, comprising 14.1% percent of the respondents.

ACADEMIC SOLUTIONS

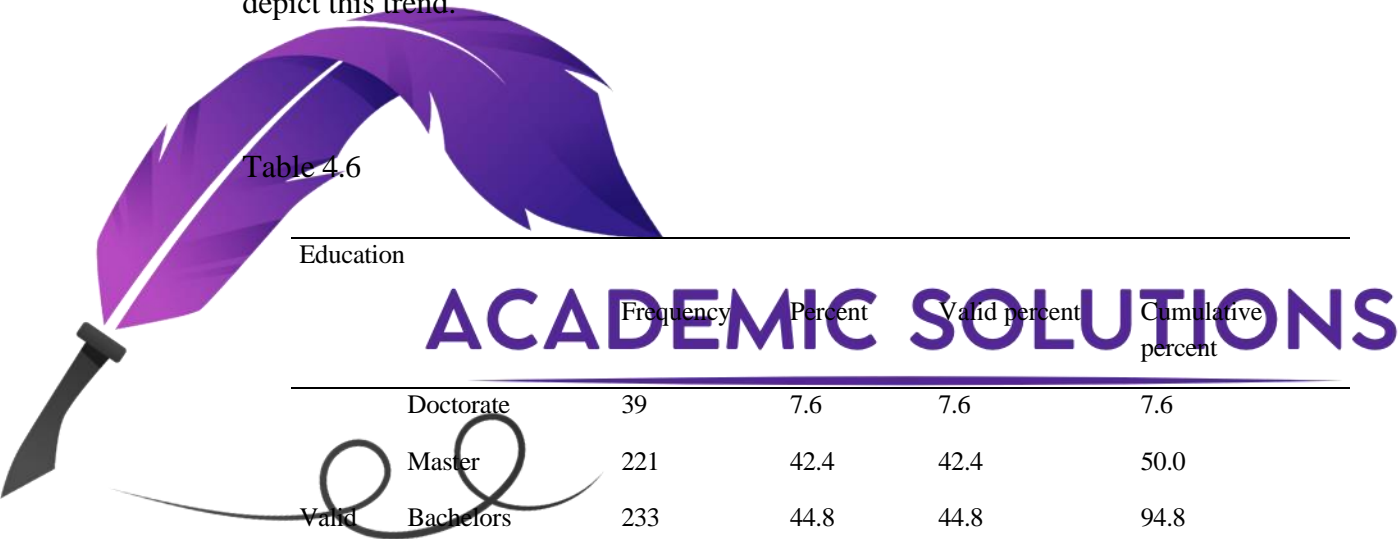
Table 4.5

Mart. Status		Frequency	Percent	Valid Percent	Cumulative Percent
	Single	216	41.5	41.5	41.5
	Married	231	44.4	44.4	85.9
Valid	Others	73	14.1	14.1	100.0
	Total	520	100.0	100.0	

The table 4.6, of the educational level of the sample respondents as predicted, shows that the people with more educational achievements tend to be more environmental friendly, than people with low educational background.

The more the people have knowledge about their surroundings, the more they tend to take care of the environment. As expected from the literature, the people with low educational level such as Diploma level, representing the 6% of the sample respondents, have low intention, whereas, the people with high educational level, tend to have more intentions, the 44.8% of the graduates and 50% of the post graduates depict this trend.

Table 4.6



Education	Frequency	Percent	Valid percent	Cumulative percent
Doctorate	39	7.6	7.6	7.6
Master	221	42.4	42.4	50.0
Valid Bachelors	233	44.8	44.8	94.8
Diploma	27	5.2	5.2	100.0
Total	520	100.0	100.0	

The last table 4.7 in the demographic profiling, is that of the profession, which shows that the respondents having different status of their professions which are reflected in the table given below:

Table 4.7

Profession Status				
	Frequency	Percent	Valid percent	Cumulative percent
	Only Studying	185	35.6	35.6
	Studying and Working Part-time	131	25.2	60.8
Valid	Studying and Running Business	94	18.0	78.8
	Studying and Looking for Job	110	21.2	100.0
	Total	520	100.0	100.0



ACADEMIC SOLUTIONS

4.3 Phase2

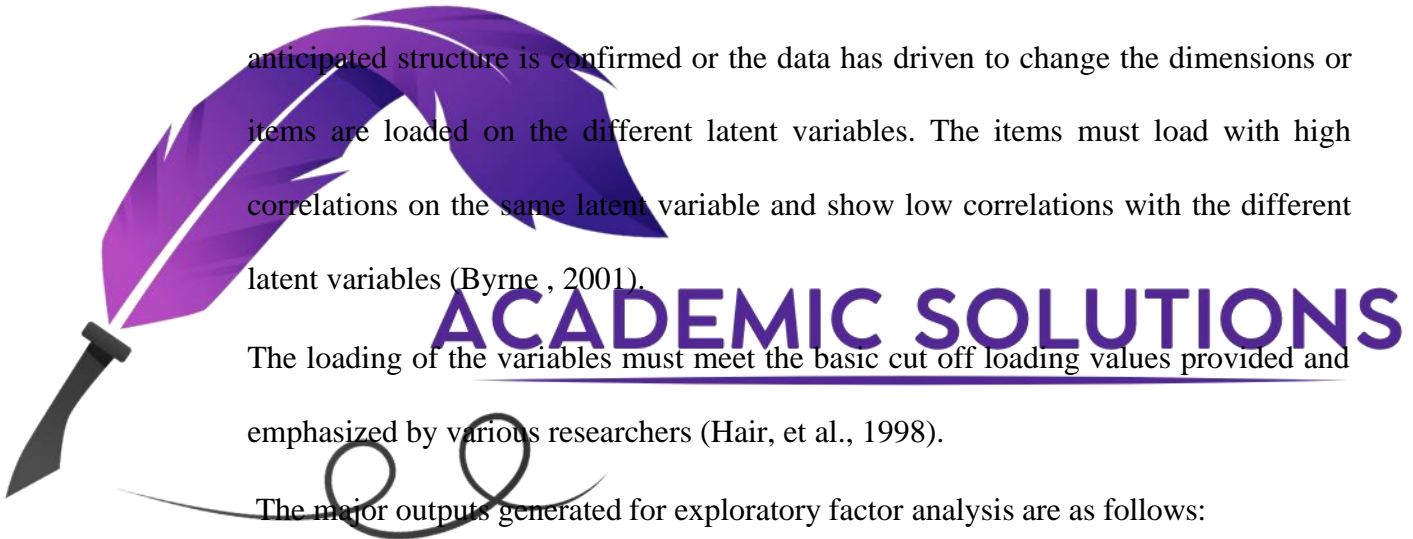
4.3.1 Exploratory Factor Analysis

The exploratory factor analysis explores the probable structure of the measured set of variables to see that whether data generated structure is similar to that of the preconceived and presumed structure. The purpose that EFA serves is to establish the relationship of the related items to the latent variable. The items load on the variables. The purpose is to see that whether they do load on the anticipated latent variable or the different one. The values of the correlations tell the researchers that whether the anticipated structure is confirmed or the data has driven to change the dimensions or items are loaded on the different latent variables. The items must load with high correlations on the same latent variable and show low correlations with the different latent variables (Byrne , 2001).

The loading of the variables must meet the basic cut off loading values provided and emphasized by various researchers (Hair, et al., 1998).

The major outputs generated for exploratory factor analysis are as follows:

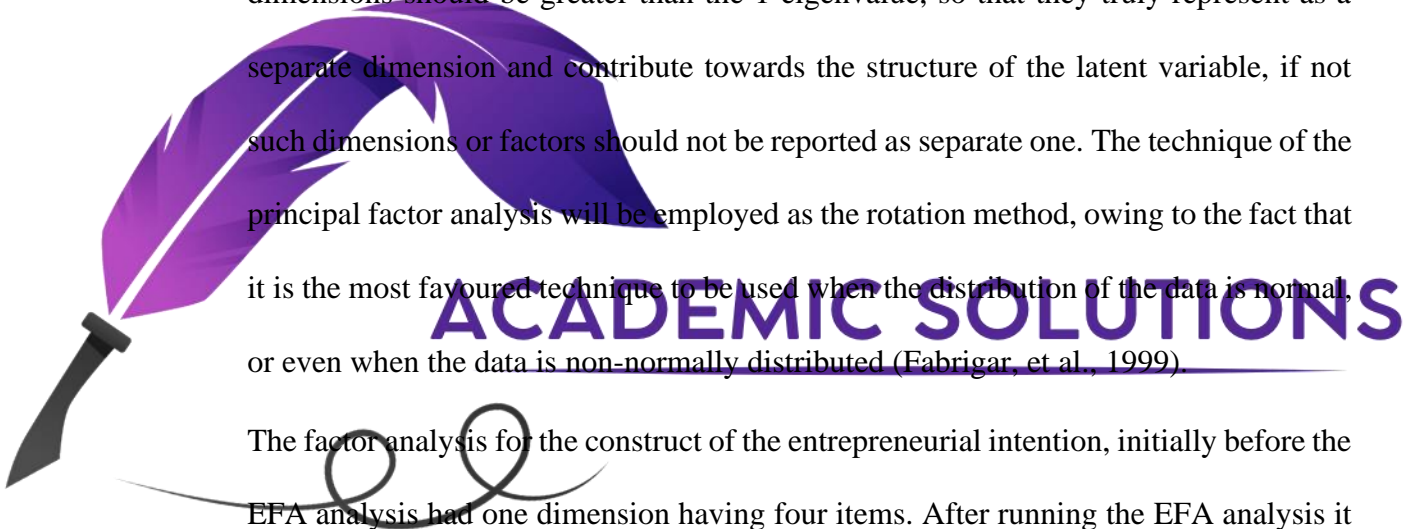
1. Rotated Matrix
2. Structure Matrix
3. Component Correlation Matrix



The rotated matrix gives the information about the individual loading of the items on the respective factor or the dimensions. The structure matrix gives the insight about the correlation coefficients amongst different variables. Lastly, the component correlation matrix gives information about the different factors of the construct, the relationship strength of different dimensions of the construct.

The “eigenvalue” rule applies that the factors having less than 1 eigenvalue, do not significantly contribute to the structure of the variable, so they may not be included as a separate dimension (Kaiser, 1960). The value of the factors or the respective dimensions should be greater than the 1 eigenvalue, so that they truly represent as a separate dimension and contribute towards the structure of the latent variable, if not such dimensions or factors should not be reported as separate one. The technique of the principal factor analysis will be employed as the rotation method, owing to the fact that it is the most favoured technique to be used when the distribution of the data is normal, or even when the data is non-normally distributed (Fabrigar, et al., 1999).

The factor analysis for the construct of the entrepreneurial intention, initially before the EFA analysis had one dimension having four items. After running the EFA analysis it came into light that all the four items loaded significantly on one factor only, there were no other dimensions risen during the analysis and all the items loaded sufficiently. The results are shown in the following table 4.8.



Factor analysis for Entrepreneurial Intentions

Table 4.8

Initial items (6-items)		Final items (4-items)	
Dimensions	Items	Dimensions	Items
Entrepreneurial Intention	EI1, EI2, EI3, EI4, E15, E16	Entrepreneurial Intentions	EI1, EI2, EI3, EI4, E15, E16

The next construct to be run for the exploratory factor analysis was the Islamic Values, the initial construct of the Islamic Values consisted of one dimension having eight items. When the exploratory factor analysis was run all the items load significantly well on one factor. Only one dimension is recognized and all eight items load well on it. The table given below explains the results.

Factor loading of Islamic Values

Table 4.9

Initial items (8-items)		Final items (8-items)	
Dimensions	Items	Dimensions	Items
Islamic Values	BN, CL, CO, SC, GR, HW, PF, RP	Islamic Values	BN, CL, CO, SC, GR, HW, PF, RP

ACADEMIC SOLUTIONS

The construct of Entrepreneurial Knowledge was subjected to the exploratory factor analysis. The latent variable consisted of initially nine items, after running the test, all the nine items loaded significantly on a single factor. The items loaded on the factor with high loading values and the whole construct remained the same before and after the test was performed. The table summarizes the discussion as follows.

Factor loading of Entrepreneurial Knowledge

Table 4.10

Initial items (9-items)		Final items (9-items)	
Dimensions	Items	Dimensions	Items
Entrep Knowledge	EE1 – EE9	Entrep Knowledge	EE1 – EE9

ACADEMIC SOLUTIONS

The other variable Personal Characteristics was run for the exploratory factor analysis to analyze the underlying structure of the variable. After the EFA was run, one dimension was identified, as in accordance with the theoretical explanation. The dimension had all fifteen items loaded to it with significant item loadings.

Factor loading of Personal Characteristics

Table 4.11

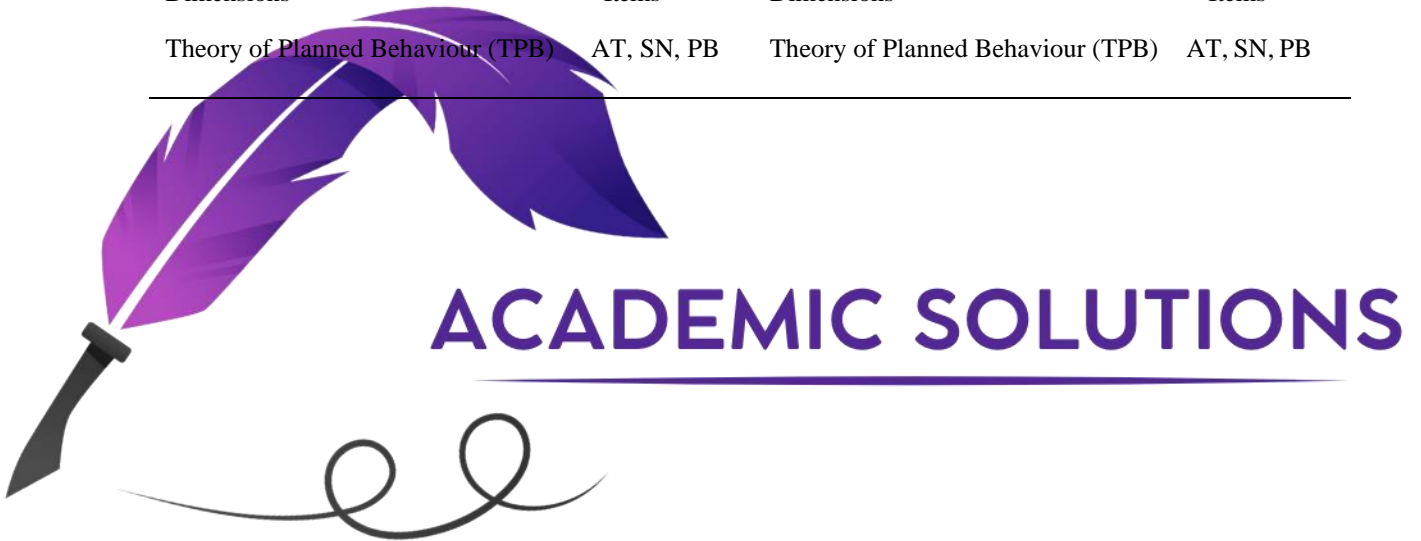
Initial items (15-items)		Final items (15-items)	
Dimensions	Items	Dimensions	Items
Personal Characteristics	PC1 – PC15	Personal Characteristics	C1 – PC15

The last variable to be run through the exploratory factor analysis is the Theory of Planned Behaviour (TPB), the initial number of items were three in number. After being subjected to the EFA only one factor was identified and all the three items loaded significantly over the sole factor with high loading. The results are shown below.

Factor loading of Theory of Planned Behaviour

Table 4.12

Initial items (3-items)		Final items (3-items)	
Dimensions	Items	Dimensions	Items
Theory of Planned Behaviour (TPB)	AT, SN, PB	Theory of Planned Behaviour (TPB)	AT, SN, PB



4.3.2 KMO AND BARLETT'S TEST OF SPHERICITY

KMO and Bartlett's test of sphericity refers to the adequacy of the sample, when the case to the latent variable ratio analysis is being applied, during the exploratory factor analysis (Hair, et al., 1998). KMO and Barlett's tets of shpericity plays an important role in judging whether the size of the sample is adequate to be tested further for the Multivariate analysis or not.

The value which lies in the acceptable range of the KMO and Bartlett's test of shpericity lies among 0 to 1. However, most of the researcher argued that the value must be greater than 0.6 to be accepted as adequate to the sample size to be further tested. This not only checks the sample adequacy but also ensures that the responses that are gathered from the respondents are valid and suitable for the solution of the problem in sight. The significance level for the test to be accepted is less than 0.05.

The respective results obtained for the constructs in the proposed research model are summarized in the table below:

KMO and Bartlett's Test of Shpericity

Table 4.13

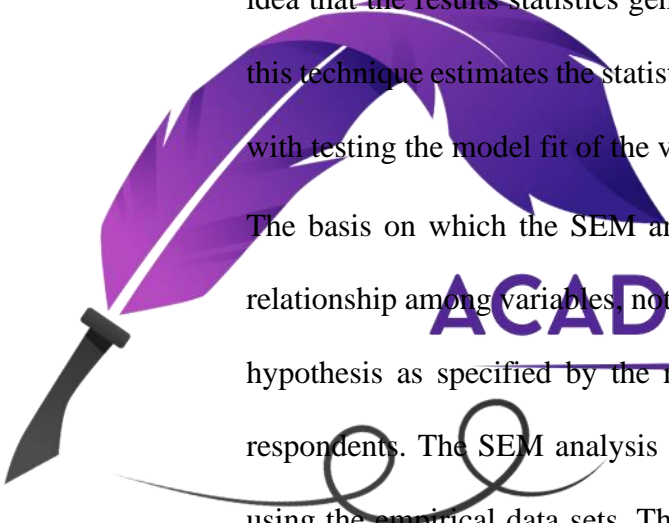
Kmo And Bartlett's Test	Entrepreneurial Intention	Islamic Values	Entrepreneurial Knowledge	Personal Characteristics	Theory of Plan Behvr
Kaiser-Meyer-Olkin Measure Of Sampling Adequacy.	.803	.864	.873	.862	.844
Approx. Chi-Square	545.299	696.684	865.058	741.063	635.491
Bartlett's Test Of Sphericity Df	6	10	10	10	10
Sig	.000	.000	.000	.000	.000

4.3.3 STRUCTURAL EQUATION MODELING (SEM)

For conducting the confirmatory factor analysis to confirm the underlying structure of the constructs, the structural equation modelling is applied. The empirical data is used by the SEM analysis to either analyze the different behavioral models using different statistical analysis, as well as, confirming the theoretical depictions of the variables (Lei & Wu, 2007). When multiple items are included in the analysis and measurement of the variables, many other statistical techniques fail to estimate the model or confirm the structure of the variables (Lei & Wu, 2007). Moreover, Suhr (2006) seconded the idea that the results statistics generated by the SEM analysis are far more reliable, as this technique estimates the statistics for the complex and unconventional models along with testing the model fit of the variables, as proposed by the researcher.

The basis on which the SEM analysis stand is that, it can estimate multiple causal relationship among variables, not only confirming the relationships but also testing the hypothesis as specified by the research from the empirical data gathered from the respondents. The SEM analysis can take in account and test many different theories using the empirical data sets. The model-fit generated by the SEM analysis not only establishes the causal patterns but also ensures the consistency of the measures (Lei & Wu, 2007).

Kline (2011), stated that the minimum sample size for the application of the structural equation modeling must be more than 200 respondents, moreover, the distribution characteristics of the latent constructs, the complexity of the model and the estimation process used in the SEM analysis, also dictates the size of the sample required.



ACADEMIC SOLUTIONS

Both the structural model and the measurement model are estimated through the Structural equation modeling. Exploratory factor analysis (EFA) and Confirmatory factor analysis (CFA) are performed subsequently to not only measure but also to validate the structure of the proposed variables. The first step is exploratory factor analysis is performed to explore the structure of the latent variable or to reduce the dimensions in the variables. After the basic structure of the variables are identified and the dimensions are reduced the final model is explored then by the application of the confirmatory factor analysis. The CFA runs on the assumption that for the final acceptance or rejection of the tested hypothesis the variables are validated by the factor standardized loadings on the respective observed variables (Lei & Wu, 2007).

The structural equation modeling can also be used to measure the equal direct effects of the interaction amongst the variables, this called the test of the moderation, where the moderator variable can be tested as either as an independent variable or can act as a part of the interaction with one or more independent variables (Kline, 2011).

McQuitty (2004) stated that there are few steps to follow before the researcher gets to the final model that are, given below:

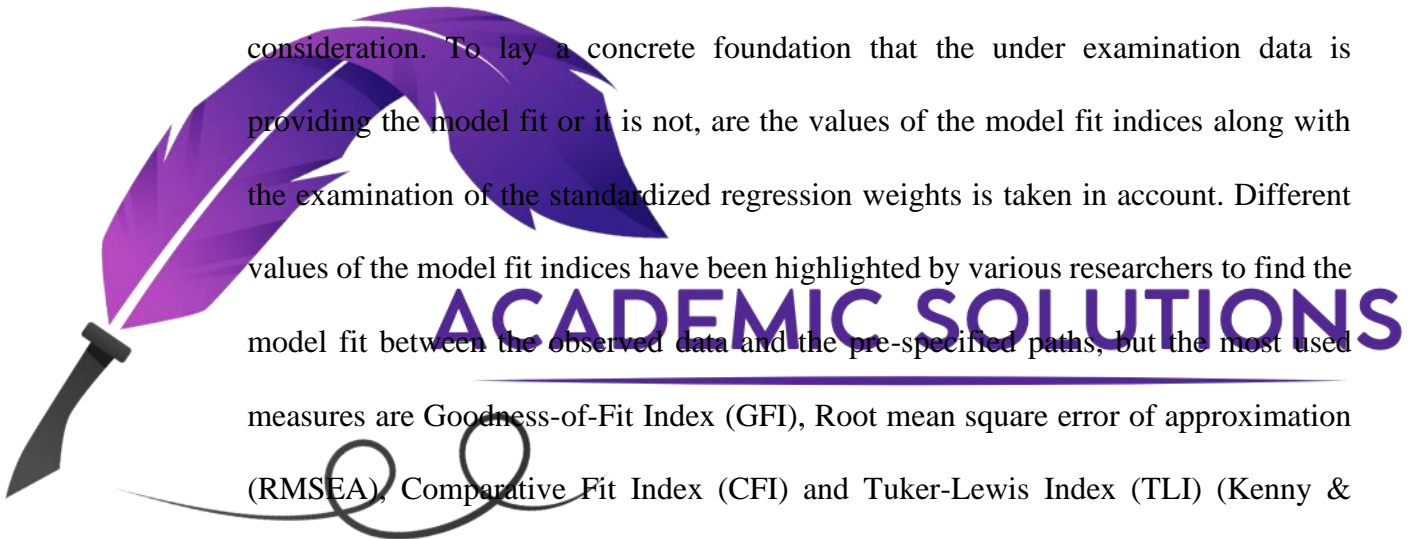
1. Model specification
2. Model estimation
3. Evaluation and modification of the final model

Moreover, Lleras (2005) added that the structural equation modeling technique can also analyze the direct and indirect effects of the different constructs by employing the technique of the path analysis. As well as, another significant highlight of this technique is that for the under examination data it generated the "Model Fit" (Yuan, 2005).

4.3.4 FIT INDICES

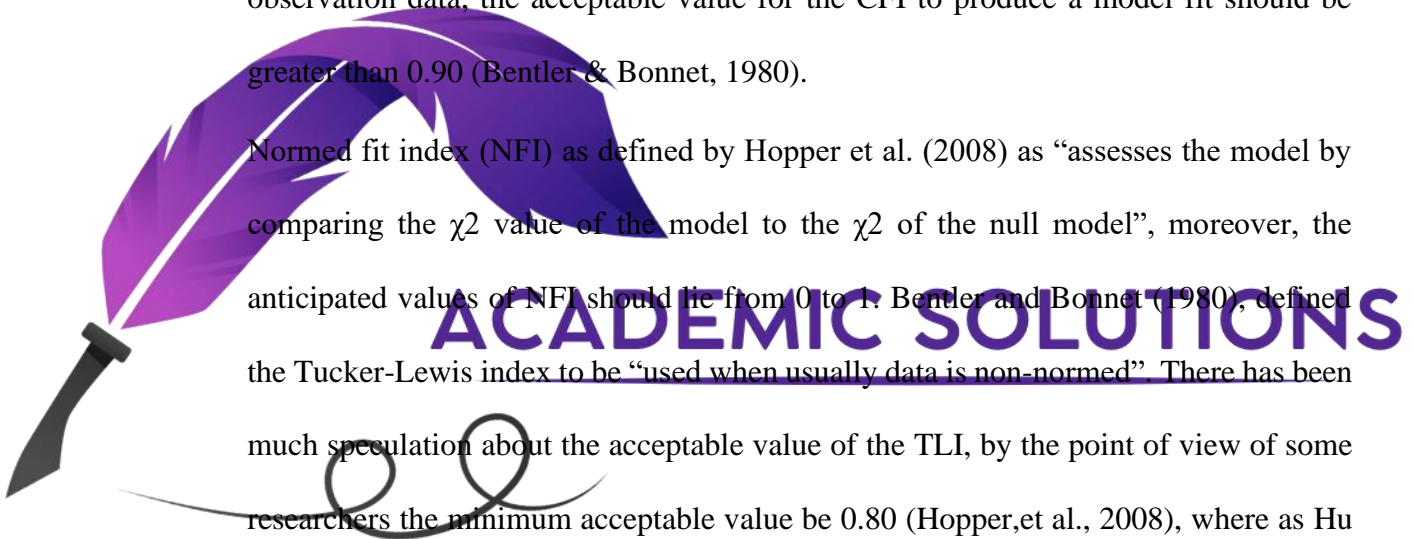
Suhr (2006) stated that as the model fit indices generated by the SEM analysis, help to maintain the consistency between the pre-specified paths and patterns, by the researcher, to that which are evident by the empirical analysis of the data set under consideration. To lay a concrete foundation that the under examination data is providing the model fit or it is not, are the values of the model fit indices along with the examination of the standardized regression weights is taken in account. Different values of the model fit indices have been highlighted by various researchers to find the model fit between the observed data and the pre-specified paths, but the most used measures are Goodness-of-Fit Index (GFI), Root mean square error of approximation (RMSEA), Comparative Fit Index (CFI) and Tucker-Lewis Index (TLI) (Kenny & McCoach, 2003).

The range of acceptable Chi-square values lie between 5 to 2 (Wheaton, et al., 1977 Tabachnick & Fidell, 2007). However, explanation of the values of RMSEA, it was established by Byrne (2001) "how well the model, with unknown but optimally chosen parameter estimates would fit the population's covariance matrix". It is argued by some authors that the value of the RMESA should be less than 0.8, but, some are also of the view point that the values above .10 may be accepted as well (Browne & Alexander , 1988; MacCallum, et al., 1996).



Barret (2007), defined the Goodness-of-fit Index as “Goodness of fit index and it is used for measuring the degree of discrepancy in model”. The sample size has an effect on the observed values of IFI, GFI and TLI values, larger sample sizes are recommended for the improved values of IFI, GFI and TLI (Fan, et al., 1999). McDonald et al. (2002), defined the values of IFI to be “compare the value of chi-square, based on null hypothesis assumption which assumes that for the current models all variables are uncorrelated”. Suhr (2006) defined the values of comparative fit indices (CFI) is used to gauge the divergence utility in relativity to the size of the under observation data, the acceptable value for the CFI to produce a model fit should be greater than 0.90 (Bentler & Bonnet, 1980).

Normed fit index (NFI) as defined by Hopper et al. (2008) as “assesses the model by comparing the χ^2 value of the model to the χ^2 of the null model”, moreover, the anticipated values of NFI should lie from 0 to 1. Bentler and Bonnet (1980), defined the Tucker-Lewis index to be “used when usually data is non-normed”. There has been much speculation about the acceptable value of the TLI, by the point of view of some researchers the minimum acceptable value be 0.80 (Hopper, et al., 2008), where as Hu and Bentler (1995) suggested the lower limit for acceptance to be 0.90. Hoelter (1983), put forth a measure, defined as, “A fit statistic which tells about the adequacy of the sample size is known as Hoelter effect”, its used to validate the aqeduate level of the size of sample for the empirical analysis, the maximum level to be sufficient for the model fit to be eqaul 200 (Hu & Bentler, 1995).



The researcher if cannot find a model fit between the pre specified parameters and that empirically generated by the SEM, the researcher can then look at the error terms and after identifying the error terms owing a value greater than 10, to be co-variated to achieve the model fit. Lewis and Byrd (2003) defined the purpose of the indexes for modification as “the magnitude of decrease in model chi-square (for one degrees of freedom) while expected parameter change approximates the expected size of change in the parameter estimate when a certain fixed parameter is freely estimated”.

The standardized regression weights are then checked after the attainment of a model fit index, which should be higher, the minimum limit for the regression weights is 0.40 (Lewis & Byrd, 2003). Anderson and Gerbing (1988) put forward that before the final analysis of the data, the items having the standardized weights less than 0.40, be excluded and then should be dealt.

The anticipated fit requirements are summarized in the table below:

ACADEMIC SOLUTIONS

Model Fit Indices with Accepted Value

Table 4.14

Level of model fit	Overall model fit				
	Model Fit		Model Comparison		
Fit measures	Cmin/df	RMSEA	IFI	TLI	CFI
Further analysis is required	>2	> .1	< .90	< .90	< .90
Acceptable scale for good model fit	≤ 2	< .08 (accepted up to .1)	≥ .90	≥ .90	≥ .90

Source: Values adopted from Byrne (2001, 2010), Holmes-Smith *et al.* (2004), and Kline (2005).

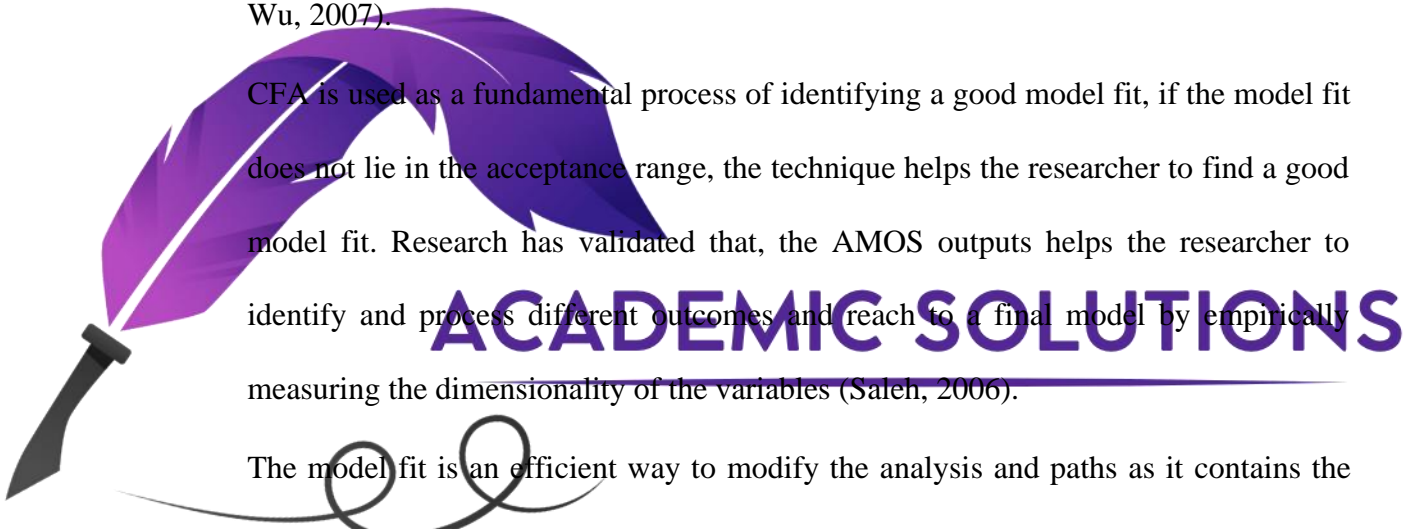
4.3.5 MEASUREMENT MODEL FIT AND MODIFICATION

The following section consists on the model fit of the constructs along with the respective confirmatory factor analysis (CFA). This is largely dealt as a fine technique to judge the validity of the structures of the constructs, as well as, to see the measurement model critically along with the evaluation that whether items load significantly on the respective dimensions or not, if the research is dealing with multi-dimensional variables (Byrne, 2004). When the researcher faces the problem of the common causes, CFA can provide a solution by correlating the residual terms (Lei & Wu, 2007).

CFA is used as a fundamental process of identifying a good model fit, if the model fit does not lie in the acceptance range, the technique helps the researcher to find a good model fit. Research has validated that, the AMOS outputs helps the researcher to identify and process different outcomes and reach to a final model by empirically measuring the dimensionality of the variables (Saleh, 2006).

The model fit is an efficient way to modify the analysis and paths as it contains the variance, co-variances and numerous other regression weights, which can be modified.

As suggested by the research the modification index (>3.84) can be obtained by modification of the specified patterns and paths in relation to the change in the parameters, attained by decreasing the degrees of the Chi-square (Lei & Wu, 2007).

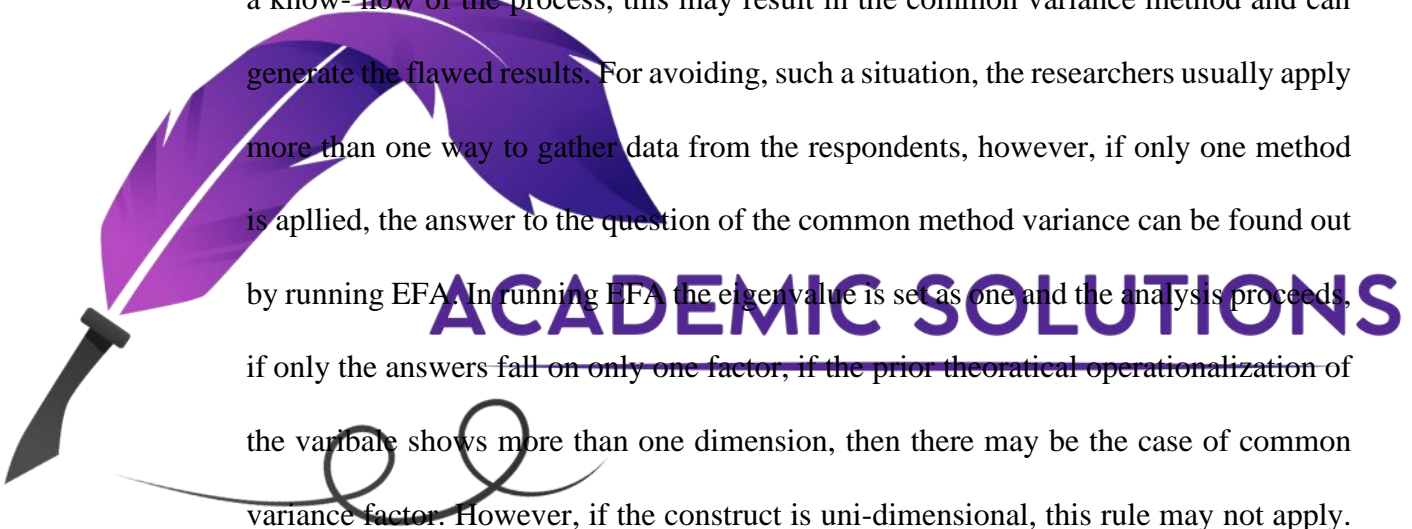


Another significant method is to evaluate the standardized regression loading to see whether the items are sufficiently loading on the respective variables, minimum cut-off value being 0.40 (Lewis & Byrd, 2003). If after the evaluation of the modification index and the standardized regression weights, the model still have not achieved the minimum acceptability criteria, there is a chance that the error terms can be correlated, low loading items can be deleted or new paths can be introduced in the analysis (Anderson & Gerbing, 1988). Nevertheless, the following section is detailed as in accordance with the assumptions given above.



4.3.6 COMMON VARIANCE METHOD

Regular technique change (CMV) is the spurious fluctuation that is included to the estimation strategy as opposed to the development in the measures are accepted to represent to or just as efficient error difference commonly amongst the variables being gauged with and presented as a component of the indistinguishable system and/or source (Podsakoff, et al.,2003). When a research is conducted by using only one mean of the data collection, and the respondents know what is being asked from them, to conform to the social class, they give the flawed or even twisted answers, as they have a know-how of the process, this may result in the common variance method and can generate the flawed results. For avoiding, such a situation, the researchers usually apply more than one way to gather data from the respondents, however, if only one method is applied, the answer to the question of the common method variance can be found out by running EFA. In running EFA the eigenvalue is set as one and the analysis proceeds, if only the answers fall on only one factor, if the prior theoretical operationalization of the variable shows more than one dimension, then there may be the case of common variance factor. However, if the construct is uni-dimensional, this rule may not apply. Nonetheless, all the constructs in this research are uni-dimensional, and only one factor is generated for each variable, the logic here can be presumed that the constructs are free of the Harman's one factor, i.e, free from common variance bias.



4.3.6 1st ORDER CONFIRMATORY FACTORY ANALYSIS

The confirmatory factor analysis is a validation technique and is driven from the theory. The theoretical relationships amongst the observed and unobserved variables as the planning is, therefore, done on the basis of the theory, as observed on review of the literature. In fact, the analyst needs to minimize the contrast between the evaluated and observed frameworks (Hair, et al., 1998).

The reason of confirmatory factor analysis (CFA) of the first order factor measurement model is way of testing how well the evaluated variables represent in a small construct.

The Cronbach Alpha from the exploratory factor analysis and uni-dimensional CFA were performed. As all the constructs were uni-dimensional so only 1st order CFA was performed. Theoretical support for the confirmatory factor analysis by Hafiz and Shaari (2013) and the cut-off values for the basic values were presented by Yu (2002).

4.3.7 Entrepreneurial Intentions

Entrepreneurial Intention is dealt as an autonomous variable, a uni-dimensional construct, having 4 items. There was only one dimension so only 1st order CFA is used and to evaluate the model fit for the variable under consideration. The loading for all the items were good and overall the model was fit. As only in the CFA, only the first order analysis was run on the Entrepreneurial intention. The overall composite reliability of the scale of the Entrepreneurial intention is 0.685.



ACADEMIC SOLUTIONS

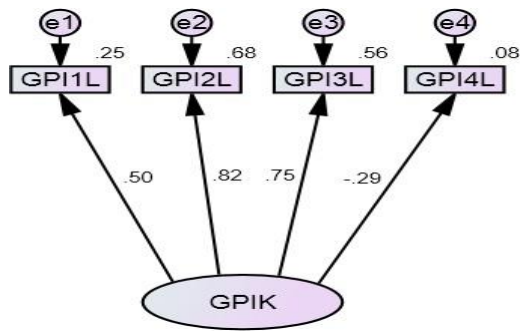


Figure 4.1: 1st Order CFA of Entrepreneurial Intentions

4.3.8 Islamic Values

Islamic Values is dealt as an autonomous variable in the specified model, being a construct with only one dimension, comprising of 5 items, operationalizing the whole variable. The EFA analysis was applied and no items were removed as a result of it, as the items were loading significantly. After applying the first order CFA, the error terms were joined to gather an overall better model fit. All the items were loaded and no item was removed. The composite reliability for this construct is 0.678.

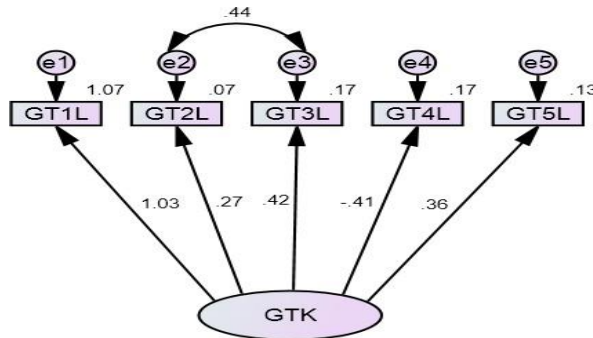


Figure 4.2: 1st Order CFA of Islamic Values

4.3.9 Entrepreneurial Knowledge

Entrepreneurial Knowledge is conceptualized as an independent variable. It is operationalized as unidimensional construct consisting of five items, when the initial exploratory factor analysis was run, no item was removed as a result of the analysis as the items loaded significantly over the factor. When the first order CFA was run on this construct all the items loaded significantly, no items were removed as a result and the error terms were correlated to achieve the model fit, owing the composite reliability of 0.680.

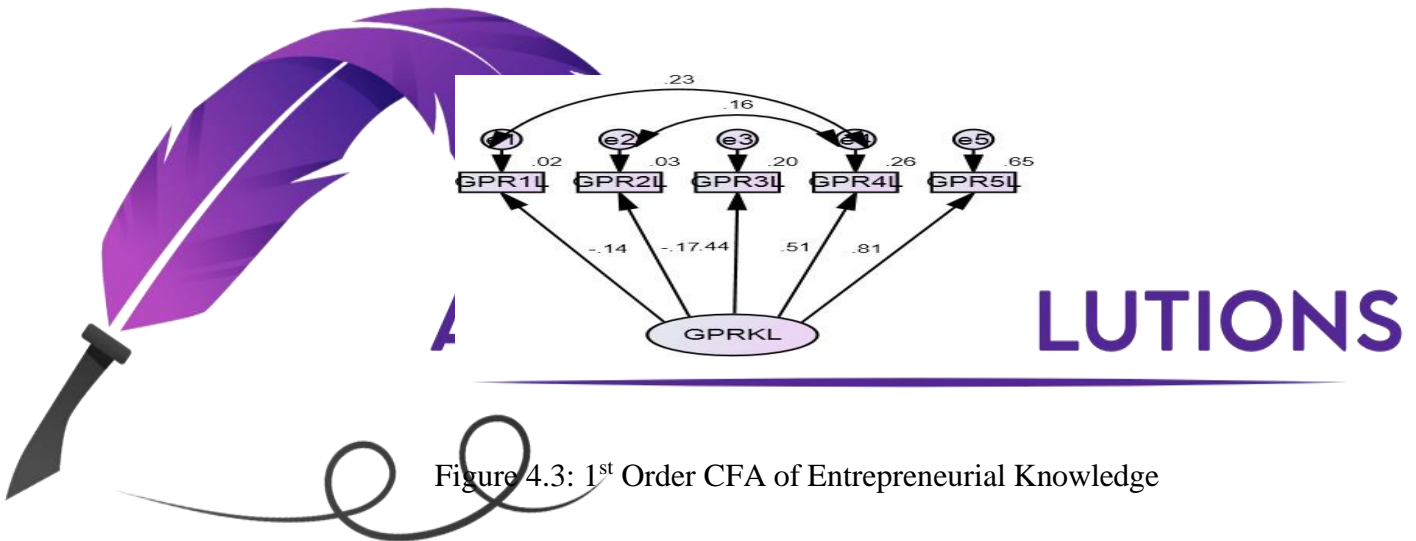
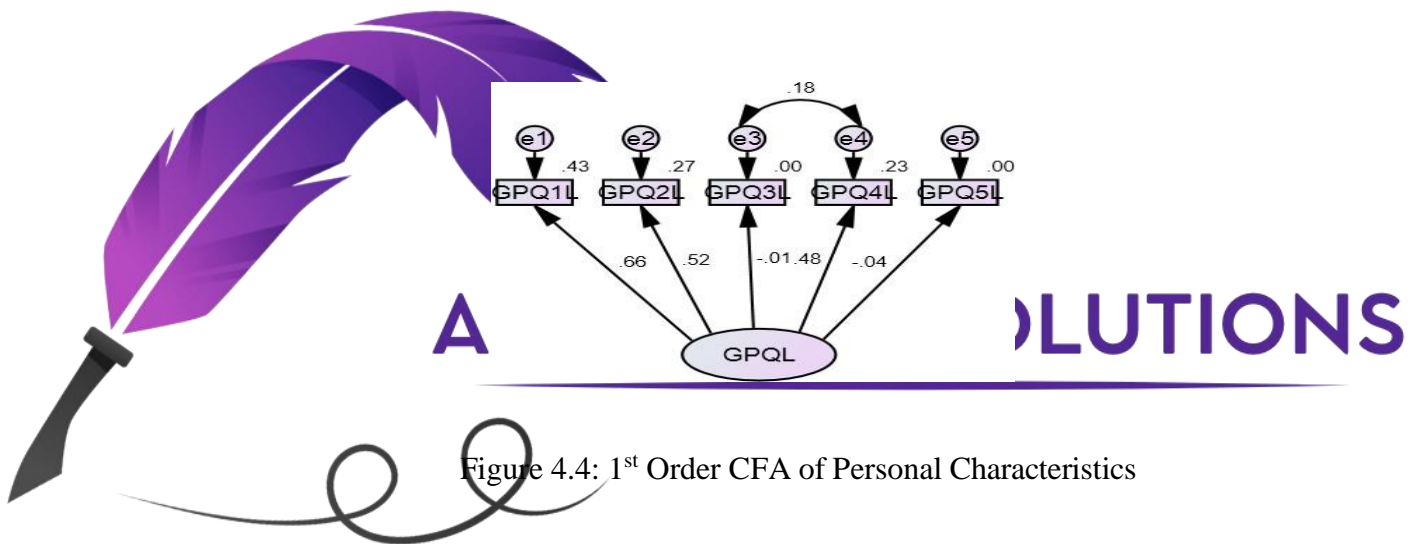


Figure 4.3: 1st Order CFA of Entrepreneurial Knowledge

4.3.10 Personal Characteristics

Personal Characteristics is dealt here as an autonomous variable, initially operationalized as the construct having one dimension, consisting of five items, initially after running EFA, no items was deleted as the items loaded significantly over the factor. Then here after passing the construct through 1st order CFA, no item was deleted, as the standardized weights were significant, overall model fit was gained through correlating the residual terms. The composite reliability for this very construct is 0.802.



4.3.11 Theory of Planned Behaviour

Theory of Planned Behaviour is dealt as the interaction variable, having five items and has been operationalized as a uni-dimensional construct. The initial analysis of the exploratory factor analysis no items were deleted and after the application of the confirmatory factor analysis. All the items loaded significantly on the structure and the residuals were co-variated to establish the overall model fit for the construct. The composite reliability of the construct is 0.829.

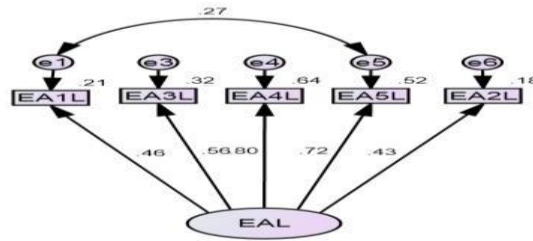
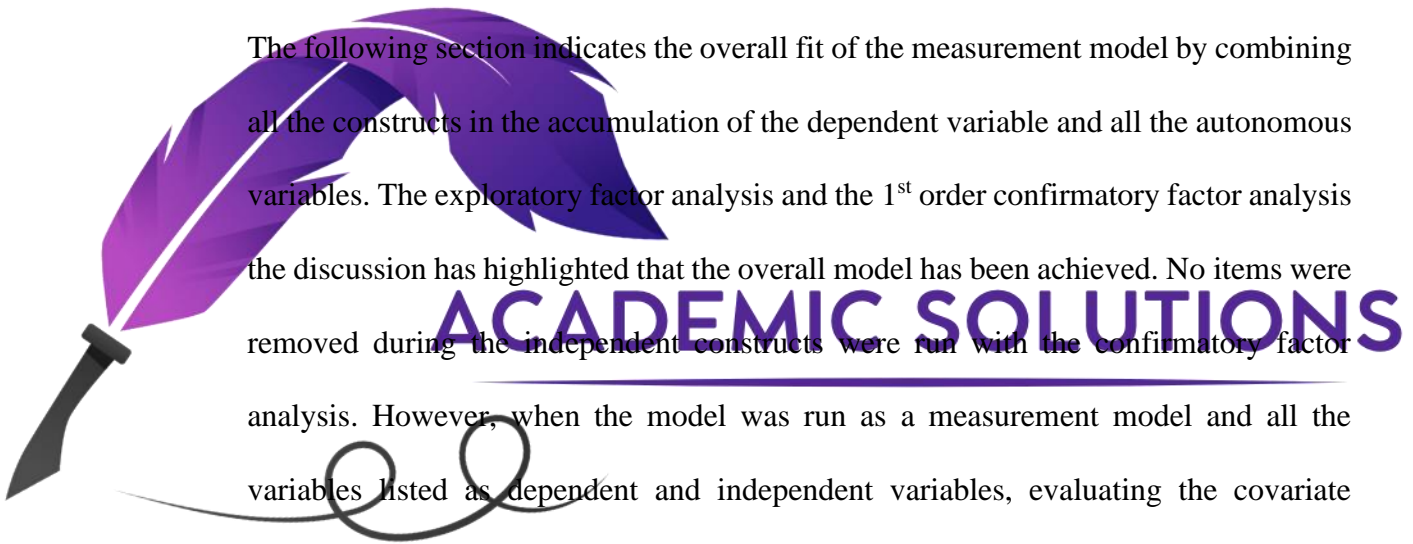


Figure 4.5: 1st Order CFA of TPB

4.4 PHASE 3

4.4.1 OVERALL MEASUREMENT MODEL FIT

The following section indicates the overall fit of the measurement model by combining all the constructs in the accumulation of the dependent variable and all the autonomous variables. The exploratory factor analysis and the 1st order confirmatory factor analysis the discussion has highlighted that the overall model has been achieved. No items were removed during the independent constructs were run with the confirmatory factor analysis. However, when the model was run as a measurement model and all the variables listed as dependent and independent variables, evaluating the covariate structures of these causal relationships. In this section, overall model has been evaluated to analyze the covariance structures of all the independent variables and the dependent variables, along with the interaction variable. For the improvement of the statistics obtained, the items were removed to get the appropriate fit between data and the measurement. After the model fit attainment, it was seen that final 11-items were left. The modification was provided to attain a measurement model with the removal of the items.

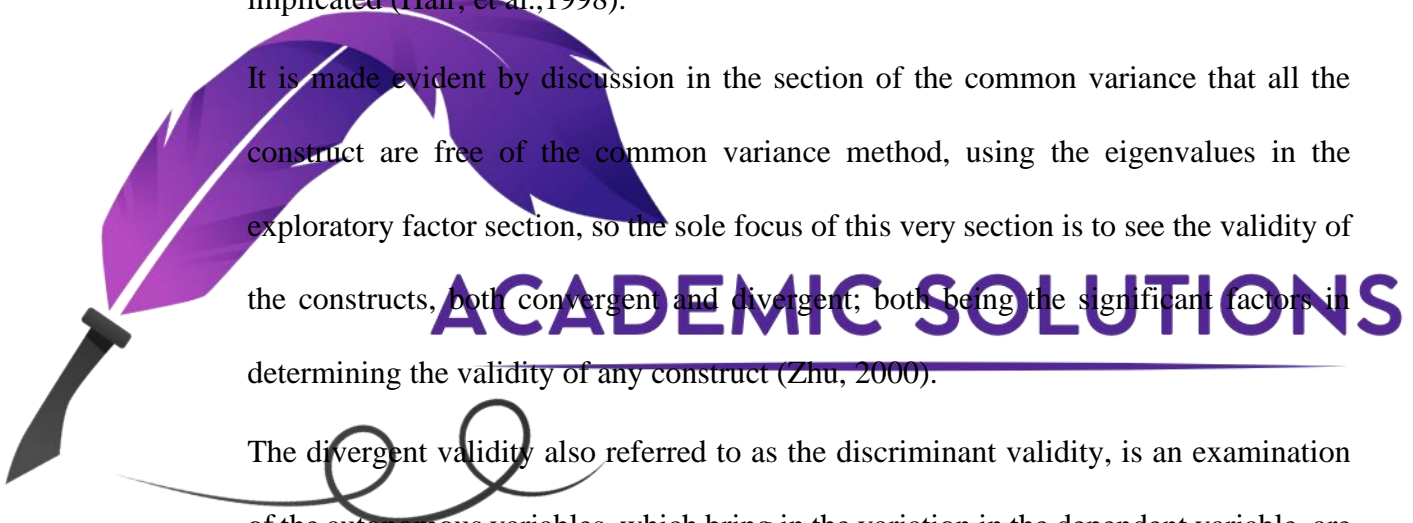


4.4.2 CONSTRUCT VALIDITY

The process of accessing the validity of any study, is to see that whether the constructs used in the study are valid to be practically implemented, when the results, are generated or not. This is a significant part of the research that whether results can be generalized on the larger horizon or not. So, to this purpose, the validity of the content and the construct should be emphasized on. The reaches suggest that the validity of the operationalized variables is necessary as to achieve the practical representativeness by the items, i.e., the items generated are measuring the phenomena as theoretically implicated (Hair, et al.,1998).

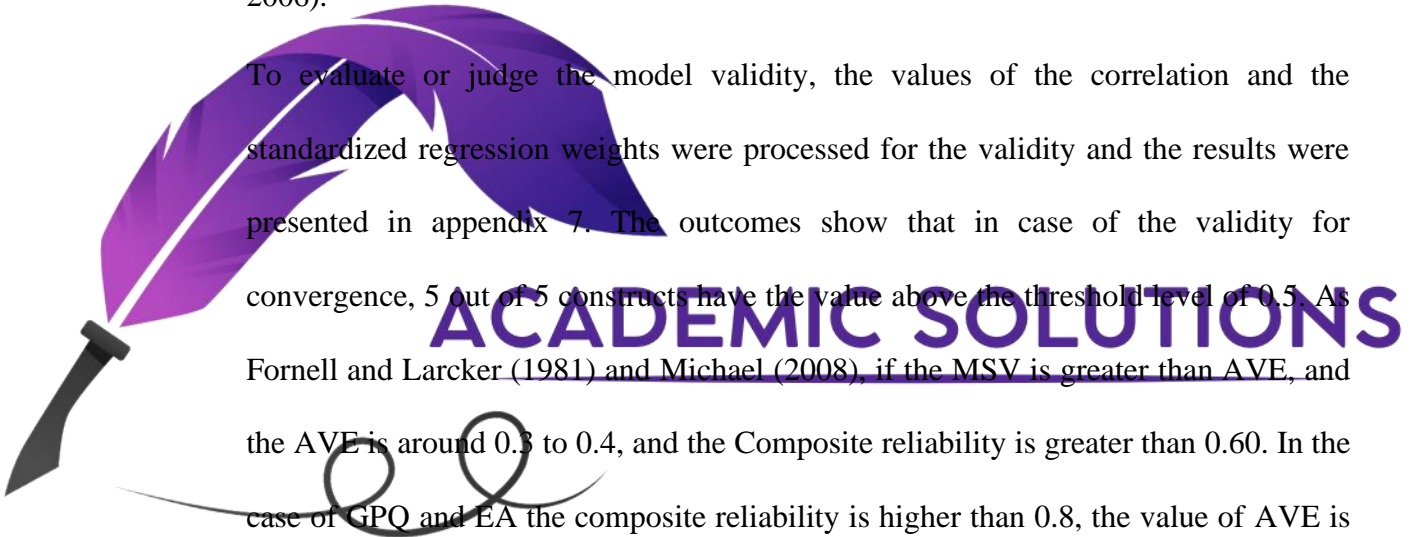
It is made evident by discussion in the section of the common variance that all the construct are free of the common variance method, using the eigenvalues in the exploratory factor section, so the sole focus of this very section is to see the validity of the constructs, both convergent and divergent; both being the significant factors in determining the validity of any construct (Zhu, 2000).

The divergent validity also referred to as the discriminant validity, is an examination of the autonomous variables, which bring in the variation in the dependent variable, are distinguishably apart from one another to predict the latter one, when the model is run for the analysis, however, the convergent validity is assumed to the proportionate variance of all the items or factors (Hair, et al, 1998). Brown (2006) referred to the convergent validity as the evaluation of the robustness of the correlations evident amongst the items of the latent construct.



By hinging upon the measured convergence of the constructs the estimation of the convergent validity is termed as the average variance extracted (AVE) (Bagozzi, 1980). In case of the convergent validity to exist, the value of MSV should be greater than 0.5, if it is less than 0.5 the convergent validity does not exist, however, when concerned with the discriminant validity, the value of MSV should be less than AVE, so that, no serious problems are encountered in the analysis (Hair, et al., 1998). Another significant indicator to the discriminant validity is that the existing correlation amongst the variables should be less than 0.8, if less than 0.8 divergent validity exists (Brown, 2006).

To evaluate or judge the model validity, the values of the correlation and the standardized regression weights were processed for the validity and the results were presented in appendix 7. The outcomes show that in case of the validity for convergence, 5 out of 5 constructs have the value above the threshold level of 0.5. As Fornell and Larcker (1981) and Michael (2008), if the MSV is greater than AVE, and the AVE is around 0.3 to 0.4, and the Composite reliability is greater than 0.60. In the case of GPQ and EA the composite reliability is higher than 0.8, the value of AVE is greater than 0.4, so the discriminant validity exists.



4.4.3 Validities of the construct

Table 4.15

	CR	AVE	MSV	ASV	EI	IV	EK	PC	TPB
EI	0.685	0.530	0.295	0.195	0.728				
IV	0.678	0.514	0.464	0.243	0.405	0.717			
EK	0.680	0.527	0.137	0.086	0.282	0.309	0.726		
PC	0.802	0.575	0.812	0.401	0.543	0.681	0.183	0.758	
TPB	0.829	0.619	0.812	0.359	0.490	0.499	0.370	0.901	0.786



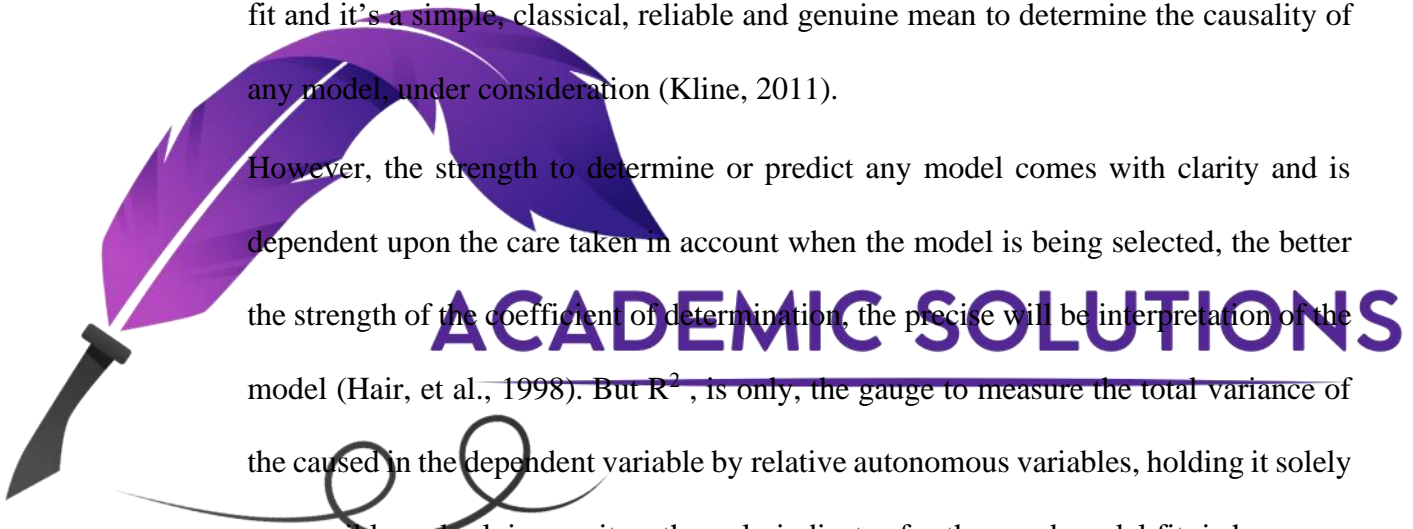
ACADEMIC SOLUTIONS

4.4.4 ESTIMATION OF THE REGRESSION MODEL

Regression analysis is the analysis to evaluate the causal relationship amongst the dependent and autonomous variable to obtain a linear model regression line, the highly used medium to analyze the causal phenomena on a metric scale (Hair, et al., 1998). The coefficient for determination, that is R^2 , while estimating the causal model for the variables, used to assess the fit of the variables as a model, and to evaluate the appropriateness of the data set to be run as a model (Mooi & Sarstedt, 2011). The significant benefit of the R^2 is that it determines the goodness of the predicted model fit and it's a simple, classical, reliable and genuine mean to determine the causality of any model, under consideration (Kline, 2011).

However, the strength to determine or predict any model comes with clarity and is dependent upon the care taken in account when the model is being selected, the better the strength of the coefficient of determination, the precise will be interpretation of the model (Hair, et al., 1998). But R^2 , is only, the gauge to measure the total variance of the caused in the dependent variable by relative autonomous variables, holding it solely responsible and relying on it as the only indicator for the good model fit, is however, not a precursor to a good model (Mayer, 1975).

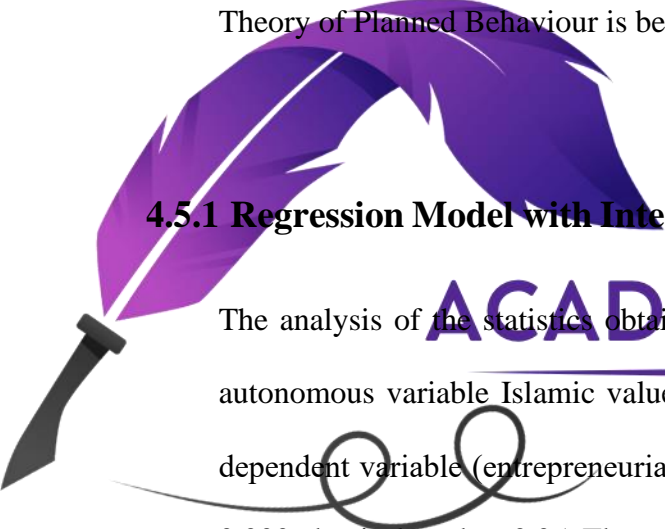
The R^2 in this current underlying study is 0.775 which is more than the least acceptable value of the R^2 in the cross sectional exploration, as suggested by Mooi and Sarstedt (2011). The coefficient of strength, is the variance caused by the autonomous variables, in the dependent variable, that is, entrepreneurial intention. As evident from the table of the model summary given in the section, afterwards.



4.5 Analysis and findings

The regression analysis, being of many kinds, but specifically segregated as simple regression as having only one dependent variable and multiple regression, owing to deal with multiple autonomous variables, as the theoretical framework of this current study shows, the multiple regression is being dealt with (Field, 2010). The use of multiple regression as a functional mode in the underlying study, where the dependent variable Entrepreneurial Intention, is being predicted by the autonomous variables, that are, Islamic Values, Entrepreneurial Knowledge and Personal Characteristics, whereas the Theory of Planned Behaviour is being dealt as an interaction variable.

4.5.1 Regression Model with Interaction Terms



The analysis of the statistics obtained through the multiple regression shows that, the autonomous variable Islamic values shows a positive significant relationship with the dependent variable (entrepreneurial intention) having the $\beta = 0.276$ with the ρ value of 0.000, that is, less than 0.05. The second autonomous variable entrepreneurial knowledge is having a significant negative relationship with the dependent variable, causing a variation with $\beta = -0.385$ with the ρ value of 0.000 =, this is less than 0.05. Lastly, the third independent variable personal characteristics shows a positive relationship with the dependent variable with the β strength of 0.201 at the ρ value of 0.002 < 0.05. Whereas, the interaction terms, the product of the independent variables with that of the interaction variables, relationship with the dependent variable is also explored. The interaction variable, TPB, along with the independent variable, Islamic Values, has the positive

ACADEMIC SOLUTIONS

relationship with the dependent variable with the β strength of 0.124 at the ρ value of 0.000, less than 0.05. The second interaction term of the autonomous variable, entrepreneurial knowledge, with that of the moderator, TPB, has a negative significant relationship with the predicted variable, with the β value of -0.140 at ρ value of 0.000 < 0.05. The value of the β shows the strength and magnitude of the variance the independent and interaction variables cause in the dependent variable.

Table 4.16

Model Summary

Model	R	R square	Adjusted R square	Std. Error of the estimate	Change statistics				
					R square change	F change	Df1	Df2	Sig. change
1	.880 ^a	.775	.773	.36946	.775	346.613	3	302	.000

a. Predictors: (Constant), IV, EK, PC

b. Dependent Variable: EI

ACADEMIC SOLUTIONS

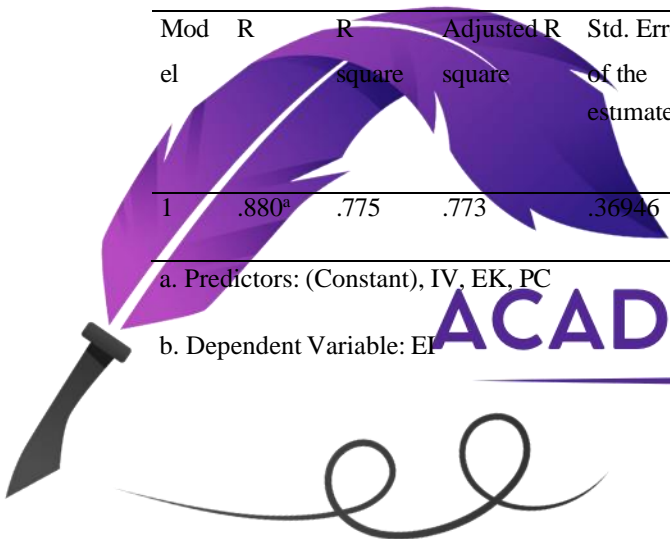


Table 4.17

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.465	.343		7.186	.000
Islamic Values	.276	.068	.281	4.044	.000
Entrep Knowledge	-.385	.057	-.433	-6.699	.000
1 Personal Charact	.201	.065	.200	3.119	.002
Moderator_IV	.124	.027	.366	4.461	.000
Moderator_EK	-.140	.440	-.349	-5.074	.000
Moderator_PC	.1032	.089	.457	2.074	.039

a. Dependent Variable: Entrepreneurial intention

ACADEMIC SOLUTIONS

4.5.2 Analysis of Hypothesis:

4.5.2.1 Islamic Values and Entrepreneurial intention

H1: Islamic Values influences the Entrepreneurial intention of the students. Hypothesis 1 is accepted as the results show that there exists a direct positive significant relationship between Islamic Values and Entrepreneurial intention. The standardized estimates for the Islamic Values and Entrepreneurial intention provides a significant value of $\rho < .05$ and β value of .281.

4.5.2.2 Entrepreneurial Knowledge and Entrepreneurial intention

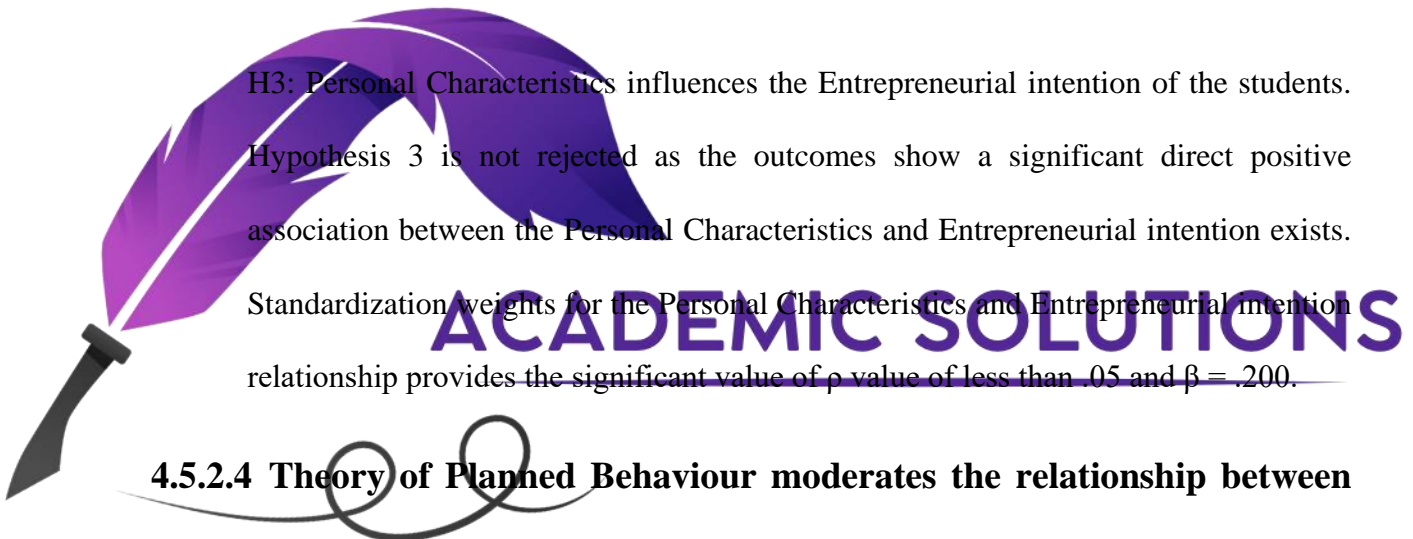
H2: Entrepreneurial Knowledge influences the entrepreneurial intention of the students. Hypothesis 2 is not rejected owing to the outcome that establishes a direct negative significant association amongst the Entrepreneurial Knowledge and entrepreneurial intention. Standardized weights for the Entrepreneurial Knowledge and entrepreneurial intention establishes the significant value of $\rho < 0.05$ and $\beta = -.433$.

4.5.2.3 Personal Characteristics and Entrepreneurial intention

H3: Personal Characteristics influences the Entrepreneurial intention of the students. Hypothesis 3 is not rejected as the outcomes show a significant direct positive association between the Personal Characteristics and Entrepreneurial intention exists. Standardization weights for the Personal Characteristics and Entrepreneurial intention relationship provides the significant value of ρ value of less than .05 and $\beta = .200$.

4.5.2.4 Theory of Planned Behaviour moderates the relationship between Islamic Values and Entrepreneurial intention

H4: Theory of Planned Behaviour moderates the relationship between Islamic Values and Entrepreneurial intention. Hypothesis 4 is accepted because as the results show the positive and significant relationship exists between TPB as a moderator and Islamic Values as the autonomous variable ρ value is less than .05 and $\beta = .366$.

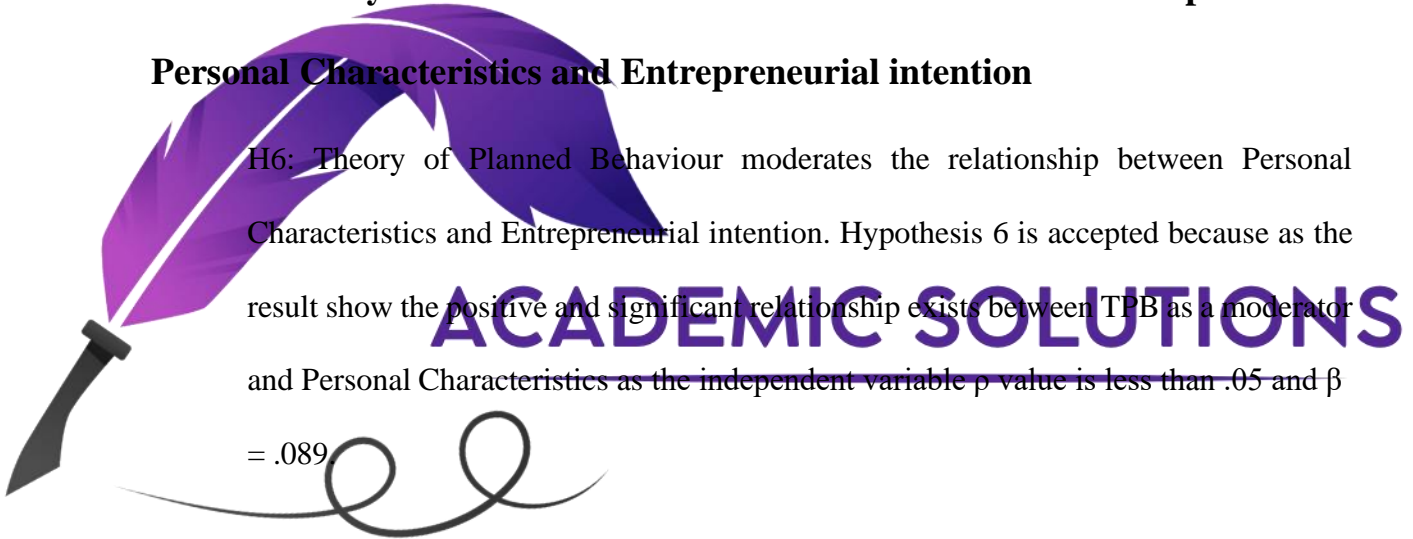


4.5.2.5 Theory of Planned Behaviour moderates the relationship between Entrepreneurial Knowledge and Entrepreneurial intention

H5: Theory of Planned Behaviour moderates the relationship between Entrepreneurial Knowledge and Entrepreneurial intention. Hypothesis 5 is accepted because as the result show the negative and significant relationship exists between TPB as a moderator and Entrepreneurial Knowledge as the independent variable ρ value is less than .05 and $\beta = -.440$.

4.5.2.6 Theory of Planned Behaviour moderates the relationship between Personal Characteristics and Entrepreneurial intention

H6: Theory of Planned Behaviour moderates the relationship between Personal Characteristics and Entrepreneurial intention. Hypothesis 6 is accepted because as the result show the positive and significant relationship exists between TPB as a moderator and Personal Characteristics as the independent variable ρ value is less than .05 and $\beta = .089$.



RESULTS:

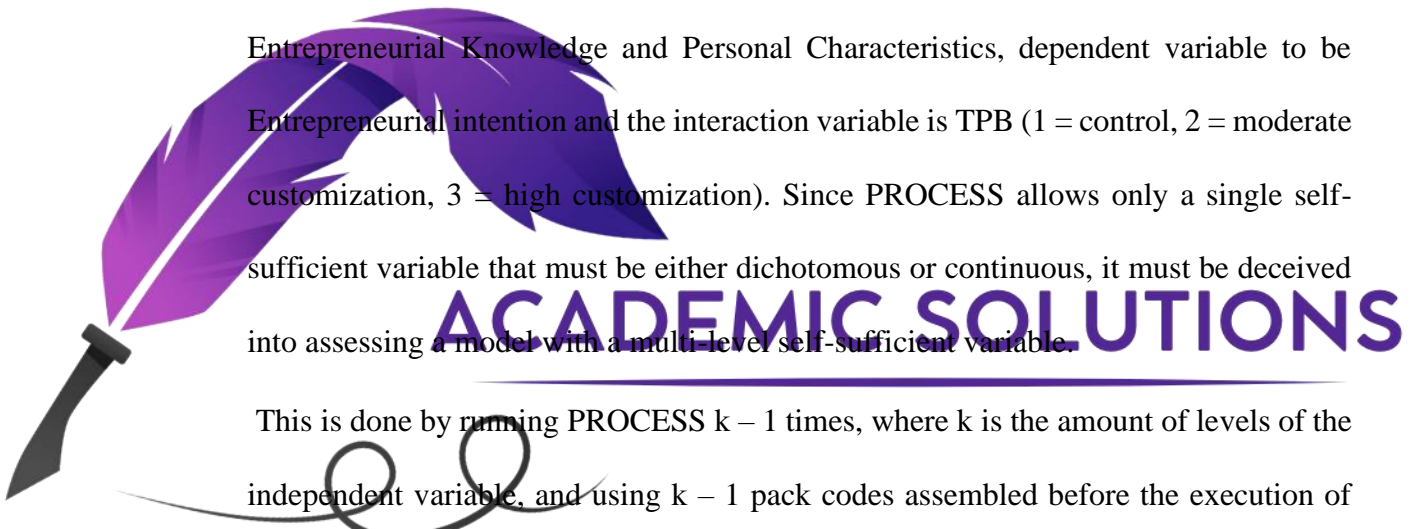
All the six hypothesis have been accepted as evident from the results and interpretation of the values generated by the SPSS output.

4.5.3 Model estimation using PROCESS for SPSS:

PREACHER AND HAYES APPROACH

PROCESS is a transparently open backslide based way examination macro for both SPSS that gages the model coefficients with some mediation and interaction models of distinctive structures while also giving forefront inferential procedures for conclusion about underhanded effects including bootstrap assurance between intervals/interims. Its use with some moderation examination is depicted in Hayes (2013). The variables included in the PROCESS used are, independent variables being, Islamic Values, Entrepreneurial Knowledge and Personal Characteristics, dependent variable to be Entrepreneurial intention and the interaction variable is TPB (1 = control, 2 = moderate customization, 3 = high customization). Since PROCESS allows only a single self-sufficient variable that must be either dichotomous or continuous, it must be deceived into assessing a model with a multi-level self-sufficient variable.

This is done by running PROCESS $k - 1$ times, where k is the amount of levels of the independent variable, and using $k - 1$ pack codes assembled before the execution of PROCESS. At each run, one of the gathering codes is used as X and the others as covariate(s), with the code serving as X being swapped with a covariate at following PROCESS runs. So that the same bootstrap tests are used as a part of consecutive executions, the sporadic number generator should be seeded using the seed = summon, with the same seed used time. This seed can be picked randomly by researcher discretion.



4.5.4.1 Model coefficients for conditional direct effects of Islamic Values on Entrepreneurial intention through TPB

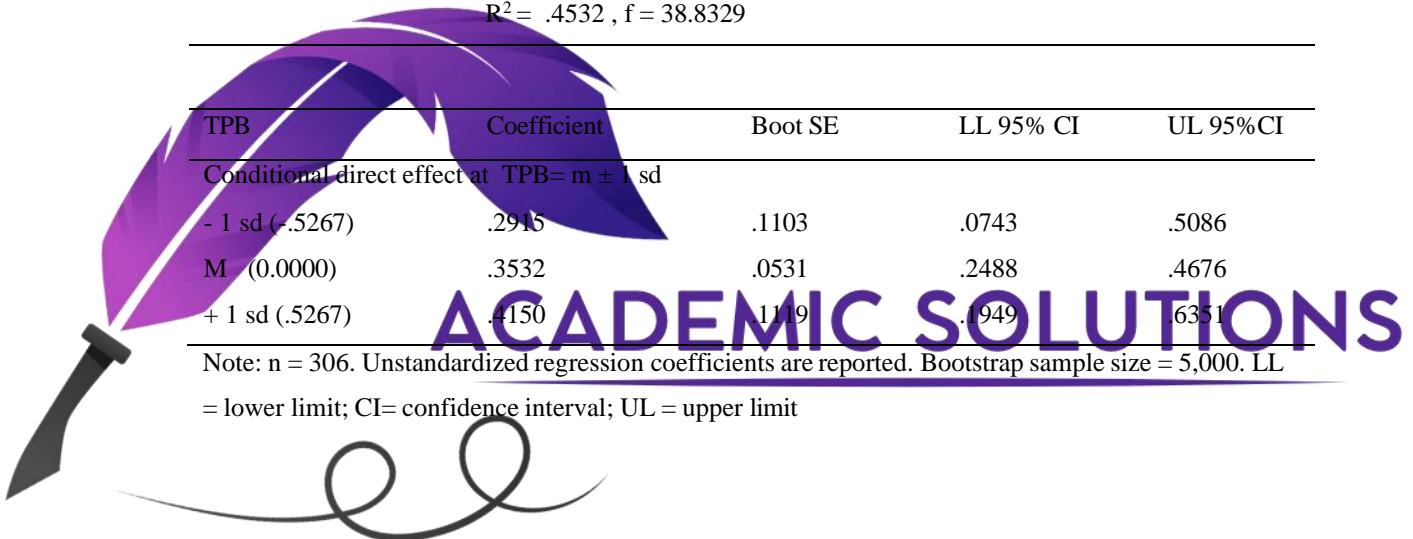
Table 4.18

Antecedent	Y (IRFC)		
	Coefficient	SE	P
TPB	.4404	.0796	< .001
Islamic Values	.3532	.0532	< .001
X x M (interaction Term)	.1173	.1854	
Constant	1.7373	.0395	< .001

$R^2 = .4532$, $f = 38.8329$

TPB	Coefficient	Boot SE	LL 95% CI	UL 95% CI
Conditional direct effect at TPB= m ± 1 sd				
- 1 sd (-.5267)	.2915	.1103	.0743	.5086
M (0.0000)	.3532	.0531	.2488	.4676
+ 1 sd (.5267)	.4150	.1119	.1949	.6351

Note: n = 306. Unstandardized regression coefficients are reported. Bootstrap sample size = 5,000. LL = lower limit; CI= confidence interval; UL = upper limit



Analysis result:

PROCESS output is shown as above, in the PROCESS the model is checked for the interactions and seen that whether the moderator is having the interaction effect or not. In the output we can see that the R^2 , the co-efficient of determination, the co-efficient for the Islamic Values is .3532, for TPB is .4404 and that for the interaction term it is .1173.

All these co-efficient are the p value of 0.01. So, it is evident that the interaction effect of the TPB exists. From the table -1SD, M and +1SD, tells the effect of interaction at the levels of low, moderate and high intention. It can be seen that at the high level of intention the interaction level is highest, and hence the relationship of Islamic values and Entrepreneurial intention through the TPB is highest here, with the co-efficient value of .4150.

4.5.4.2 Model coefficients for conditional direct effects of Entrepreneurial Knowledge on

Entrepreneurial intention through TPB

Table 4.19

Antecedent	Y (IRFC) Coefficient	SE	P
TPB	.4667	.1070	< .001
Entrep Knowledge	-.2718	.0462	< .001
X x M (interaction Term)	-.0961	.0664	
Constant	1.7397	.0385	< .001

$R^2 = .4570$, $F = 42.2321$

TPB	Coefficient	Boot SE	LL 95% CI	UL 95% CI
-----	-------------	---------	-----------	-----------

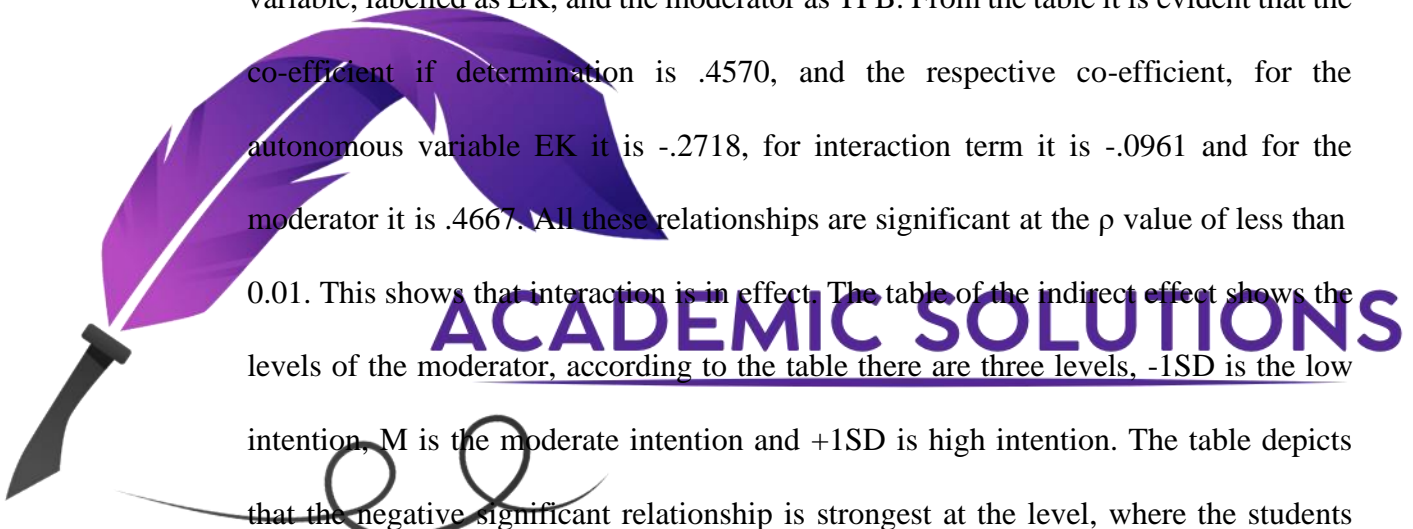
Conditional direct effect at TPB= $m \pm 1 SD$				
- 1 SD (-.5267)	-.2212	.0630	-.3451	-.0973
M (0.0000)	-.2781	.0462	-.3628	-.1809
+ 1 SD (.5267)	-.3224	.0525	-.4256	-.2192

Note: n = 306. Unstandardized regression coefficients are reported. Bootstrap sample size = 5,000.

LL = lower limit; CI = confidence interval; UL = upper limit

Analysis result:

The output given above, has been generated from the PROCESS macro, on the concept of Hayes (2012), the output shows the interaction term, as well as, the independent variable, labelled as EK, and the moderator as TPB. From the table it is evident that the co-efficient if determination is .4570, and the respective co-efficient, for the autonomous variable EK it is -.2718, for interaction term it is -.0961 and for the moderator it is .4667. All these relationships are significant at the p value of less than 0.01. This shows that interaction is in effect. The table of the indirect effect shows the levels of the moderator, according to the table there are three levels, -1SD is the low intention, M is the moderate intention and +1SD is high intention. The table depicts that the negative significant relationship is strongest at the level, where the students have high level of intention. This means that the higher the level of intention, higher will be the EK and lower will be entrepreneurial intention.



4.5.4.3 Model coefficients for conditional direct effects of Personal Characteristics on Entrepreneurial intention through TPB

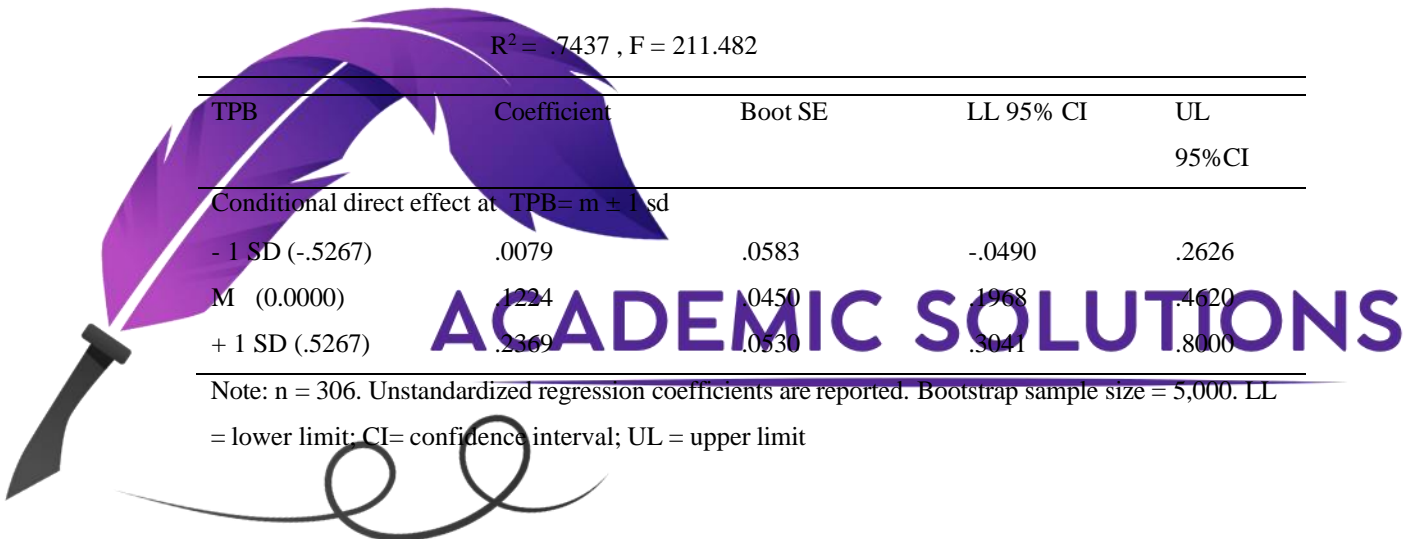
Table 4.20

Y (IRFC)				
Antecedent	Coefficient	SE	P	
TPB	.5415	.0753	< .001	
Personal Characteristics	.1224	.0450	< .001	
X x M (interaction Term)	.1565	.1565		
Constant	1.6784	.0364	< .001	

$R^2 = .7437$, $F = 211.482$

TPB	Coefficient	Boot SE	LL 95% CI	UL 95%CI
Conditional direct effect at TPB= $m \pm 1$ sd				
- 1 SD (-.5267)	.0079	.0583	-.0490	.2626
M (0.0000)	.1224	.0450	.1968	.4620
+ 1 SD (.5267)	.2369	.0530	.3041	.8000

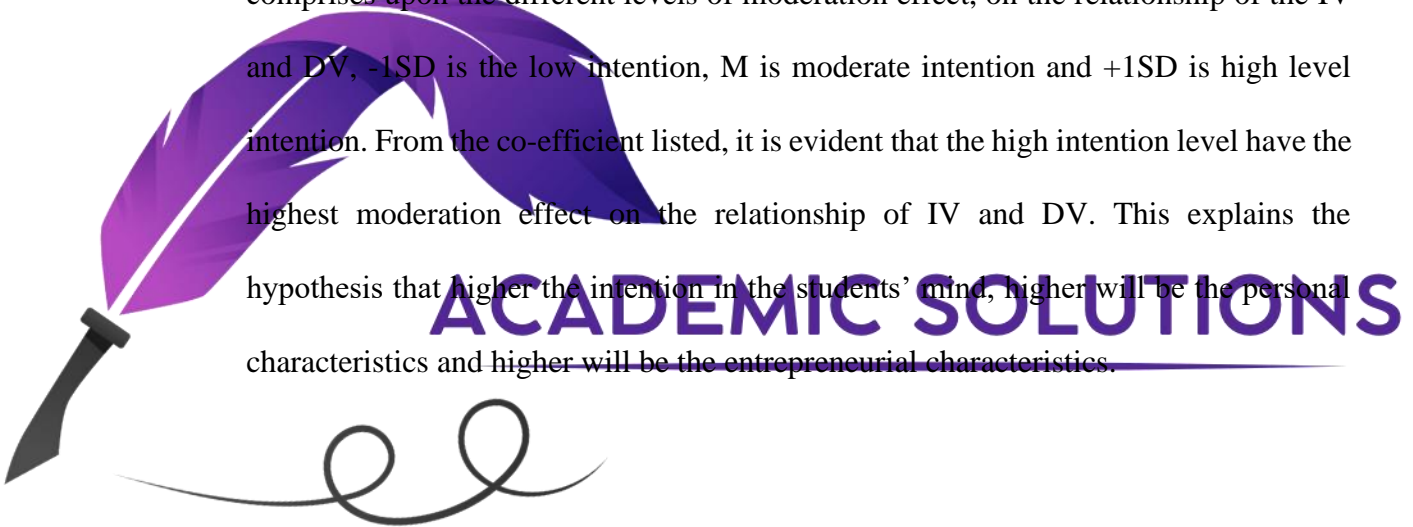
Note: n = 306. Unstandardized regression coefficients are reported. Bootstrap sample size = 5,000. LL = lower limit; CI= confidence interval; UL = upper limit



Analysis result:

The last output from PROCESS is the interaction effect of the moderator TPB on the relationship of independent variable, Personal Characteristics and the dependent variable EI. This approach is based on the model of Preacher and Hayes (2012).

The co-efficient of strength, R^2 is .7437, the co-efficient for the autonomous variable PC is .1224, for that of the moderator it is .5415 and lastly for the interaction term it is .1565, showing a positive interaction effect, as well as, significant positive relationship between the independent and dependent variable. The second part of the table comprises upon the different levels of moderation effect, on the relationship of the IV and DV, -1SD is the low intention, M is moderate intention and +1SD is high level intention. From the co-efficient listed, it is evident that the high intention level have the highest moderation effect on the relationship of IV and DV. This explains the hypothesis that higher the intention in the students' mind, higher will be the personal characteristics and higher will be the entrepreneurial characteristics.



4.5.5 Analysis of results

The analysis of the result shows that, the moderation assumed in the Hypothesis 4, 5 and 6 are accepted, by having the PROCESS analysis on the underlying hypothesis.

4.6 SUMMARY OF THE RESULTS OF THE APPLIED TECHNIQUES

The summary of all the techniques is provided in the table below:

Table 4.21

Sr. no.	Hypothesis 1	Hypothesis 2	Hypothesis 3	Hypothesis 4	Hypothesis 5	Hypothesis 6
Regression analysis	Accepted	Accepted	Accepted	Accepted	Accepted	Accepted
Aiken and West Approach	N/A	N/A	N/A	Accepted	Accepted	Accepted
Preacher and Hayes	N/A	N/A	N/A	Accepted	Accepted	Accepted

ACADEMIC SOLUTIONS

4.7 RATIONALE FOR USING REGRESSION ANALYSIS, AIKEN AND WEST APPROACH AND PREACHER AND HAYES APPROACH

Regression analysis is used to interpret the effect of the causality of independent variables on the dependent variable, as well as, moderator can be used with the help of the interaction terms as new predictor variables, that can be treated as independent variables. It can also be used to generate the overall model fit, so that the effectiveness of the framework can be judged (Hair, et al., 1998).

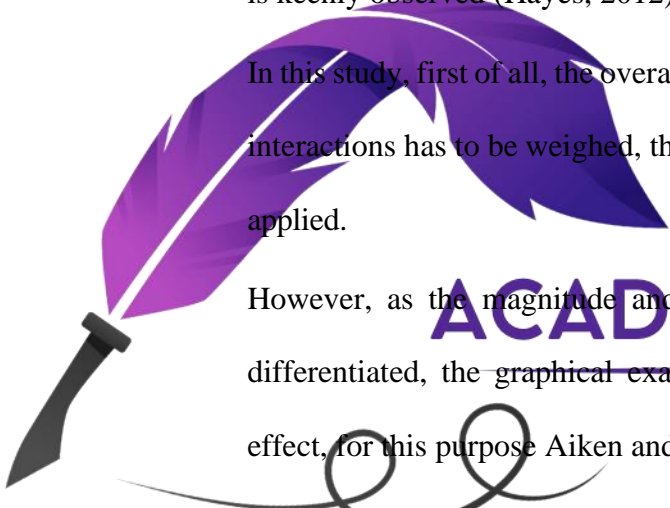
The Aiken and West approach is used when an appropriate regression line is to fit the data, interpreting the size and direction of effect is not always straight forward. To get a better insight of the data it is recommended in this approach to draw the plots in order to judge the magnitude of the effect and the direction of moderation (Aiken , et al., 1991).

The Preacher and Hayes approach is used specifically when the effect of the moderation or the mediation analysis is subjected, despite looking on the causal relationship among the independent and dependent variables, the effect of moderation and mediation effect is keenly observed (Hayes, 2012).

In this study, first of all, the overall model fit was to be seen, and the causality and other interactions has to be weighed, that is why, the multiple regression technique was first applied.

However, as the magnitude and direction of the effects were not too visible and differentiated, the graphical examination was required to ascertain the moderation effect, for this purpose Aiken and West Approach was used.

Lastly, to further affirm the results, the specialized technique of SPSS namely PROCESS, developed solely for the purpose to see the effects of moderation and mediation in specific settings, that is why, Preacher and Hayes approach was used, thus to analyze that, without the direct causal relationships, do the moderation effects are visible enough.



ACADEMIC SOLUTIONS



CHAPTER 05

ACADEMIC SOLUTIONS

CHAPTER FIVE: DISCUSSION AND CONCLUSION

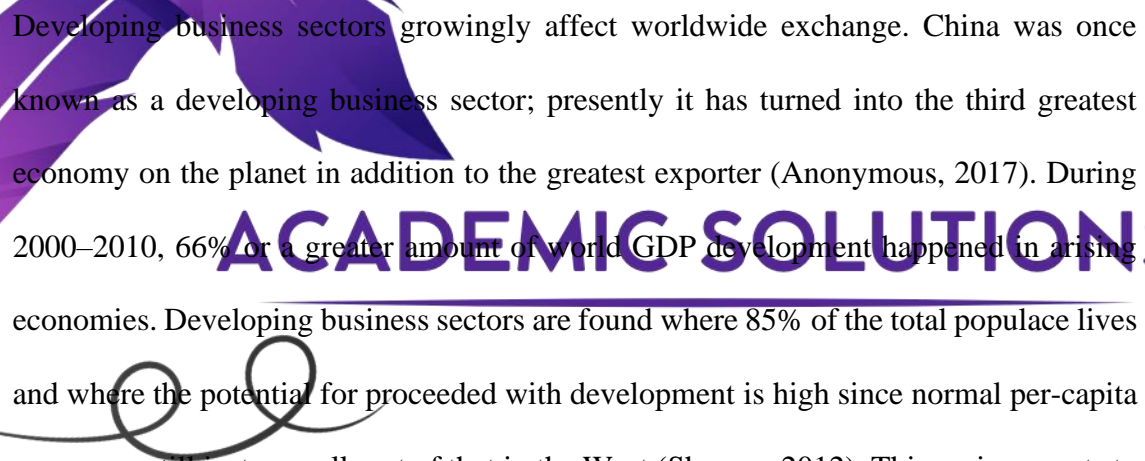
This is the last chapter of the study, depicting the image of the examination conducted. The significant objective of this study is to search out a relationship among the proposed variables, that is, the entrepreneurial intention of the students, the Islamic Values, Entrepreneurial Knowledge and Personal Characteristics, along with the moderation effect of the TPB. Nonetheless, many researches have been conducted regarding the predictor of the entrepreneurial intentions, either positive or negative effects, but there lies an obvious gap as no other study has significantly contributed to the body of literature with the prediction of the entrepreneurial intention of the students, with the set of such predictors and the moderator. Moreover, in the context of the developing countries and specifically in Pakistan.

This chapter emphasizes on the summarization of this whole, thesis, as well as, highlighting the overall contribution of this underlying study to both the academic research body, but the managerial implications, along with discussion of the limitations the study has. Along the way, the future research pathway for the researchers who study the same or similar phenomena in this context.

5.1 Discussion

Economy is requesting to transform from a modern culture to an innovative society. It is requesting a generational change from the previous standards of, for example, work awareness, the idea of work and friends the executives. Youth joblessness is one of the most basic social issues in Pakistan. Expanding the quantity of businesspeople will not just work on the economy and produce more benefits for the economy. Making more

organizations and employing more individuals can give a social security net to society. That is the reason all OECD nations have set incredible accentuation on entrepreneurship. Entrepreneurship is one of the key components that will prompt an effective business execution under profoundly unsure business conditions. The reason for this exploration is to look at the connection between Islamic qualities, pioneering information, individual attributes and enterprising intentions. Additionally, we search for the job of expansion of hypothesis of arranged conduct in the impact of enterprising expectation. To achieve the motivation behind this review, we completed a poll overview focusing on present college understudies.



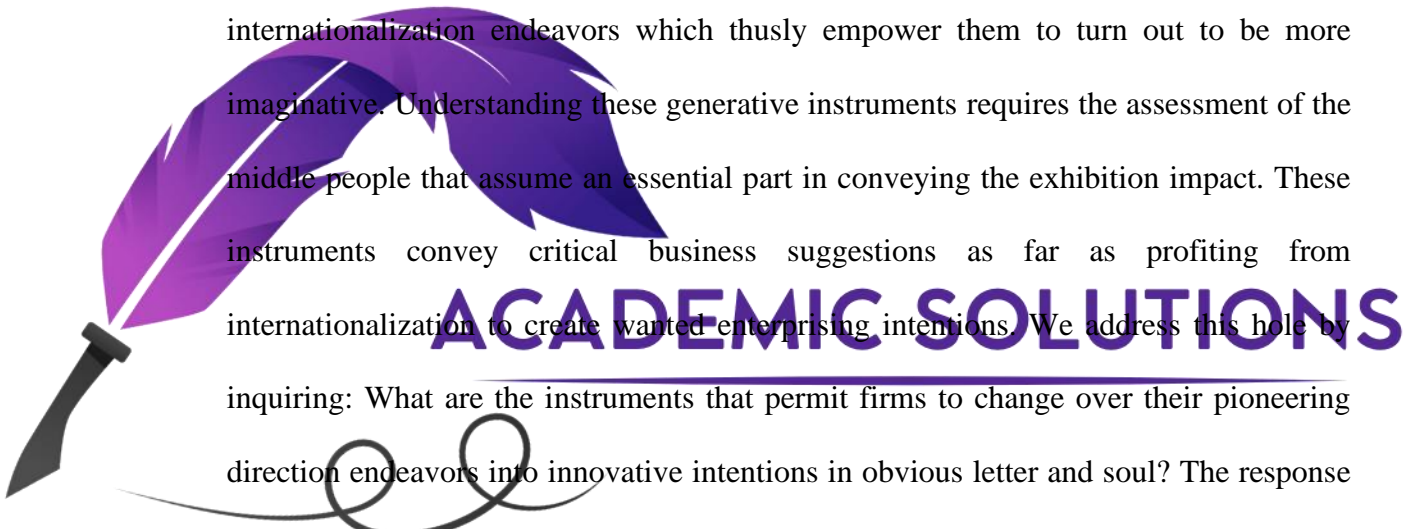
Developing business sectors growingly affect worldwide exchange. China was once known as a developing business sector; presently it has turned into the third greatest economy on the planet in addition to the greatest exporter (Anonymous, 2017). During 2000–2010, 66% or a greater amount of world GDP development happened in arising economies. Developing business sectors are found where 85% of the total populace lives and where the potential for proceeded with development is high since normal per-capita wages are still just a small part of that in the West (Sharma, 2012). This review reacts to the calls for research on SME internationalization in arising economies (Ibeh and Kasem, 2011; Kiss et al., 2012).

Entrepreneurship exercises are motors of monetary development particularly for developing business sectors. Thus, further developing the advancement execution of these exercises by keeping in see the degree of information about Islamic qualities, pioneering information, and individual attributes plays crucial part for these organizations and the economies of arising nations (Lee, Ozsomer, and Zhou, 2015).

Then again, internationalization has become far and wide among business visionaries too, because of the positive effect coming from the enhancements made in correspondence innovations and the diminishing expense of transportation. Particularly in developing business sectors, business visionaries progressively partake in global exercises step by step with the assistance of government support (Zhang, Knight, and Tansuhaj, 2014).

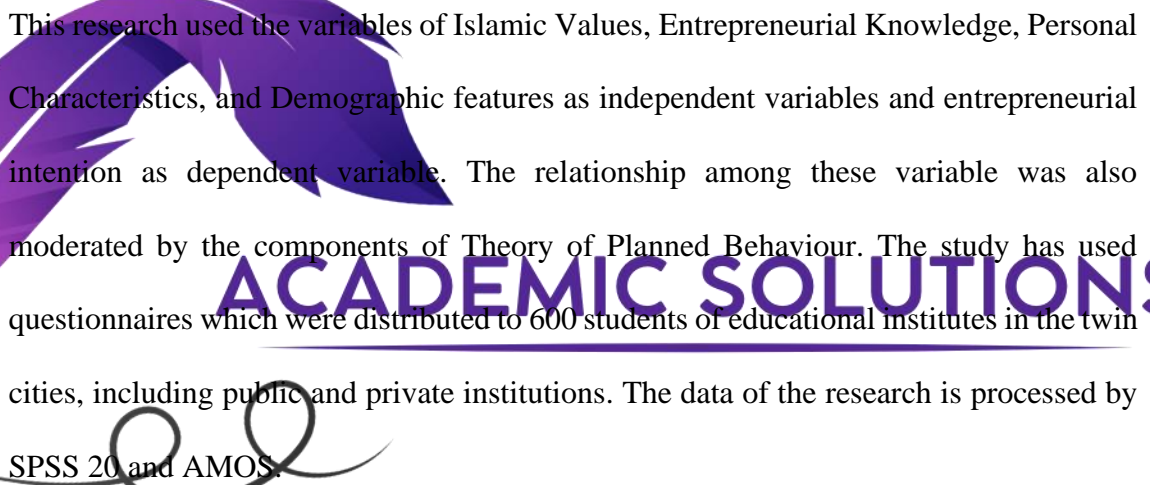
In spite of the examinations about the connection among direction and expectation (for example Ren et al., 2015), it stays indistinct what capacities firms create from their internationalization endeavors which thusly empower them to turn out to be more imaginative. Understanding these generative instruments requires the assessment of the middle people that assume an essential part in conveying the exhibition impact. These instruments convey critical business suggestions as far as profiting from internationalization to create wanted enterprising intentions. We address this hole by inquiring: What are the instruments that permit firms to change over their pioneering direction endeavors into innovative intentions in obvious letter and soul? The response to this inquiry has critical ramifications for arranged conduct hypothesis and practice.

Our paper adds to the literature in more ways than one. In the first place, we explore the intervening elements i.e., disposition, abstract standards, and saw conduct control. We give experimental proof with the impacts of these intervening components, which have not been considered in the literature in concentrate on setting. Our discoveries expand the literature by showing that innovative goal in South Asia and explicitly in Pakistan can be improved by having mindfulness with respect to Islamic qualities, pioneering information and individual attributes through demeanor, abstract standards, and saw



conduct control intervention. Second, we investigate this relationship with regards to developing business sector understudies. As the greater part of the literature has inspected the issue for enormous multinationals from created nations (Golovko and Valentini, 2011), our review gives new experiences into this wonder by looking at it in the developing business sector setting.

5.2 Conclusion



This research used the variables of Islamic Values, Entrepreneurial Knowledge, Personal Characteristics, and Demographic features as independent variables and entrepreneurial intention as dependent variable. The relationship among these variable was also moderated by the components of Theory of Planned Behaviour. The study has used questionnaires which were distributed to 600 students of educational institutes in the twin cities, including public and private institutions. The data of the research is processed by SPSS 20 and AMOS.

Based on the research results, the conclusion are elaborated as following:

- i) Islamic Values (and its eight dimensions, i.e. Benevolence, Consultation, Cooperation, Self-Criticism, Gratitude, Hard work, Perfectionism, Responsibility), as an Independent variable of the research model, has a positive effect on the entrepreneurial intentions of university students. The results show a higher level of acceptance and thus the Hypothesis 1 is accepted.

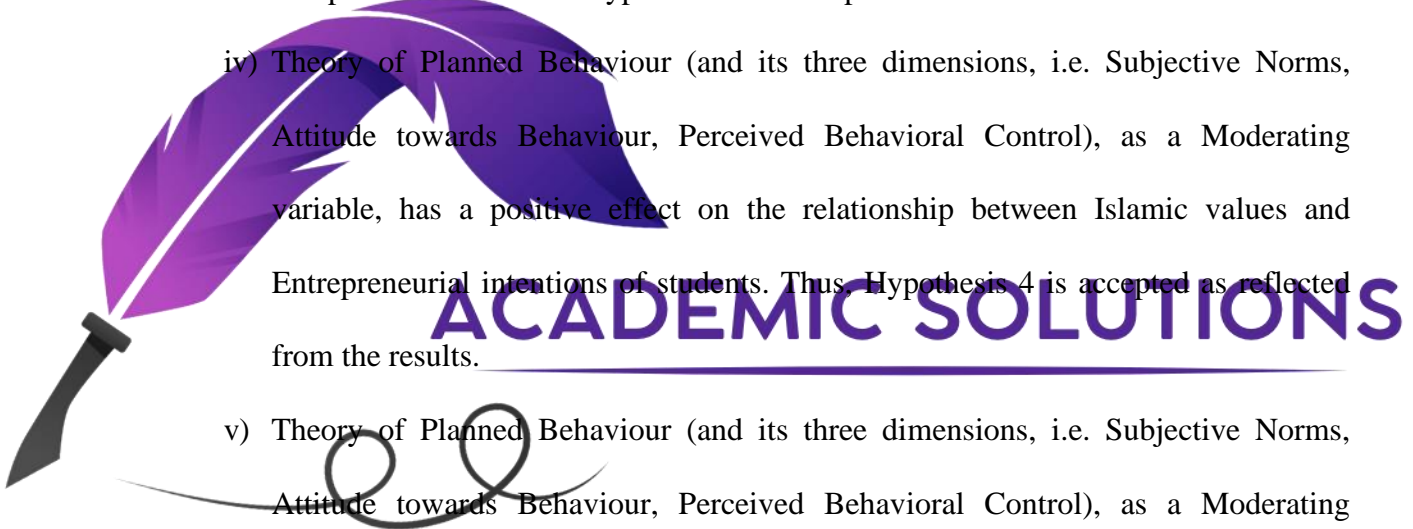
ii) Entrepreneurial Knowledge (the university teaching, courses & syllabus, and formal learning of skills and training), as an Independent variable of the research model, has a positive effect on the entrepreneurial intentions of university students. The results show a higher level of acceptance and thus the Hypothesis 2 is accepted.

iii) Personal Characteristics (and its six dimension, i.e. Locus of Control, Propensity to Take Risk, Self Confidence, Need for Achievement, Tolerance, Innovativeness), as an Independent variable of the research model, has a positive effect on the entrepreneurial intentions of university students. The results show a higher level of acceptance and thus the Hypothesis 3 is accepted.

iv) Theory of Planned Behaviour (and its three dimensions, i.e. Subjective Norms, Attitude towards Behaviour, Perceived Behavioral Control), as a Moderating variable, has a positive effect on the relationship between Islamic values and Entrepreneurial intentions of students. Thus, Hypothesis 4 is accepted as reflected from the results.

v) Theory of Planned Behaviour (and its three dimensions, i.e. Subjective Norms, Attitude towards Behaviour, Perceived Behavioral Control), as a Moderating variable, has a positive effect on the relationship between Entrepreneurial Knowledge and Entrepreneurial intentions of students. Thus, Hypothesis 5 is accepted as reflected from the results.

vi) Theory of Planned Behaviour (and its three dimensions, i.e. Subjective Norms, Attitude towards Behaviour, Perceived Behavioral Control), as a Moderating variable, has a positive effect on the relationship between Personal Characteristics



and Entrepreneurial intentions of students. Thus, Hypothesis 6 is accepted as reflected from the results.

vii) The Demographics of university students like age, gender, educational level, profession and family background etc. have also a significant influence on the entrepreneurial intentions.

Significant support for the model along with a few key findings rose up out from the present work. We found that in order to instigate the entrepreneurial intentions, one must have to have certain orientation and motive in the back of his mind. Motivation won't come alone – it is the part and parcel of certain orientation which one may or may not be able to express openly in front of the audience or in face to face communication.

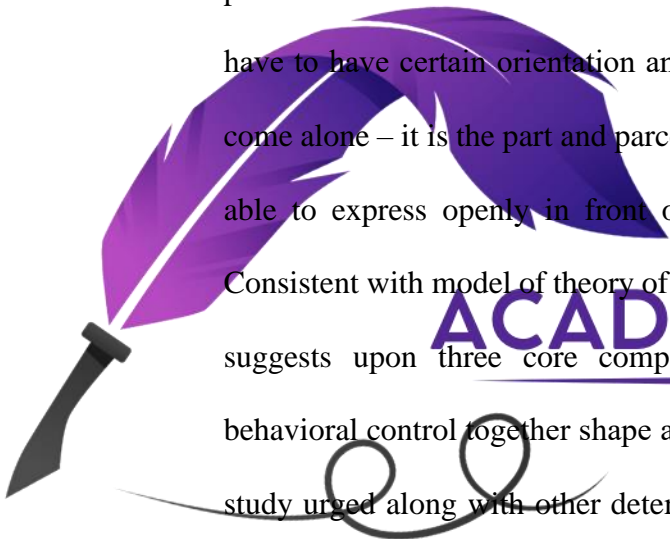
Consistent with model of theory of planned behavior which links beliefs to behavior and suggests upon three core components i.e., attitude, subjective norms, perceived

behavioral control together shape an individual's ultimate behavioral intentions; current study urged along with other determinants, Islamic values, entrepreneurial knowledge,

personal characteristics as an intrinsic enthusiasm and labeled them as a voluntarily act which refers to underlying dimension. The more the intrinsic enthusiasm of sharing

experiences, exposures, expertise, knowledge regarding products, prices, places, promotions, and or entrepreneurial experiences for the sake of well-being of others -

propensity is more inclined the entrepreneurial intentions.



ACADEMIC SOLUTIONS

Secondly, theory of planned behavior is embedded in the current study. These associations are momentous and optimistic. Both indirect and direct personal perceptions are good for economy as it contributes in the physical financial budget. Entrepreneurship oriented users believe that start-ups are esteemed and opportune spring of product and service information as they provide information and entertainment simultaneously.

Allure and appeal of consumers towards the product / service offered as the result of entrepreneurship activities is not only owing to the highlighted borderless trend on SNSs but also for the reasons that the personal perceptions have about start-ups in local context due to interactive and hybrid nature. Overall findings of the study suggests that orientations can directly affect intentions and are in line with the findings of Rosenberg's (1956) proposition and Ahtola's (1985) pronouncements.



ACADEMIC SOLUTIONS

The most important finding of the current study is that it presented the comprehensive theoretical model for the emerging markets in determining the ultimate intention towards entrepreneurial activities among young generation students in local context and settings.

In addition, findings of the study repeatedly endorsed that as this study has been carried out in South Asian settings, specifically in Pakistan and people here usually lives in collectivist society, so attitude of youth is not sufficient enough to make appropriate entrepreneurial intention, certain subjective norms type variables with perceptions about behavior must be incorporated to elicit the phenomenon in order to nurture acceptable yields. The study results are in consistency with prior research verdicts (Adjei, Noble, & Noble, 2010) as cited by Farzin and Fattahi (2018).


5.3 Managerial Implications

According to the research the practical applicability of the findings are viable in the practical operated forms and the insivisaul striving for the sound formation of the business. The research will have an impact on the formulation and the incorporation of the courses in the business learning centers and its acceptable standard. This work will be a try to make the foundation for the under graduates who want of make their career as a successful businessman in the competitive circumstances. It would also be the base line for the managers being the part of the firms and seeking for the glory of success as business administrators. It would ultimately entail the tendencies towards the business learning that would make a healthy business atmosphere for the new business entrants that it will make it possible to provide the skilled business administrator where the operated businesses will feel the satisfaction regarding their investment. The end result indicates the evidence of a relation between becoming an independently employed and entrepreneurial tendency.

ACADEMIC SOLUTIONS

By getting the outcome after evaluating the entrepreneurial- vent suggest a feasible solution regarding the positivity of the cause and its effects. This study will also provide the provoking behavior for the increase in mentoring the higher rate of cumulative GPA in the exams towards the students who are eager for the best career in their future life. This eagerness of the under graduates will arise the tendency of the idea germination while having a separate identity in business or being the business administrator of a business group.

The research will have a sound penetration in the system of the business learning. This will guide the managers of business training system to be molded in a different way to inculcate the new techniques for the learning of the business skill acquiring. In reviewing the study, it indicated numerous promising exploratory gaps identified and attempted. At first, latest variations of business instruction projects were tried; then, research gap towards regional impact regarding distance, strength, connection between independent work and entrepreneurial tendency were filled. Moreover, the research is an endeavor to fill the gap of traditional business learning techniques into a modern modern ways for the learning of the business training. This will show the impact of business knowledge into the business tendency.



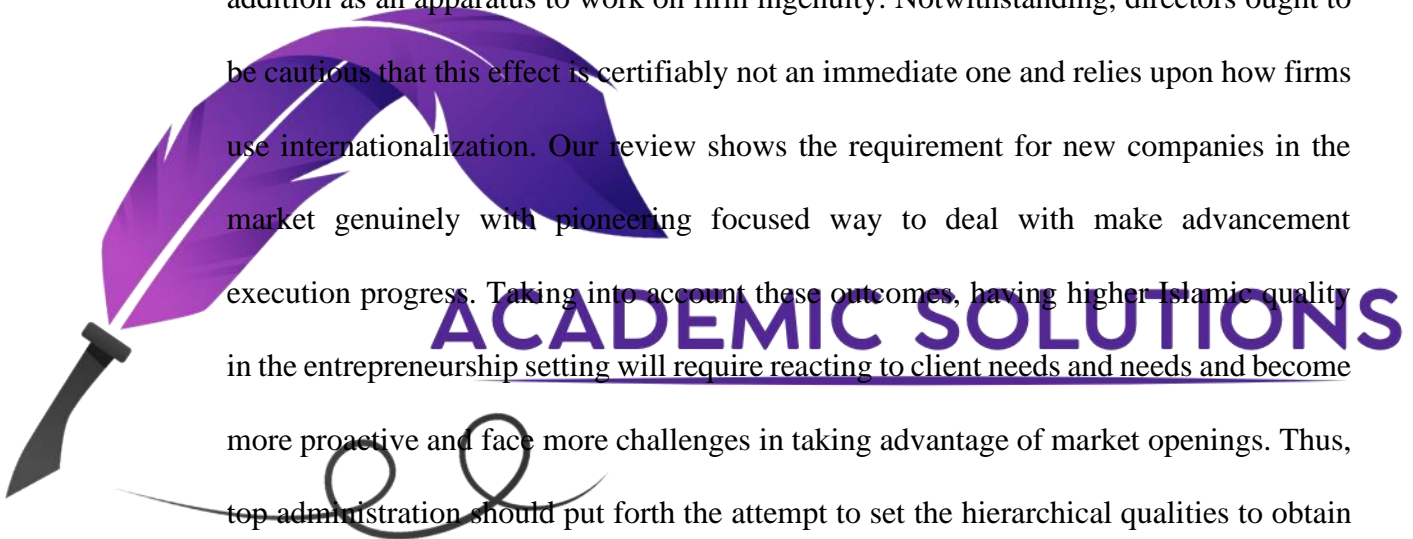
The training of the business techniques can be exercised in the modern business centers for the business graduates. These business graduates will become the encouraging partner in the business started at their own or the improvement element of becoming the part of the business group. These graduates will strive for the profitability of the business that will ultimately contribute towards the progress and prosperity of the economy of the country. That would become helpful in additional improvement of the impact of concept of enterprise training in upcoming studies in the future.

ACADEMIC SOLUTIONS

This review has a few ramifications for supervisors. Today an expanding number of new businesses are going worldwide to get to a more extensive market and departure from the developed homegrown market. The worldwide climate is testing, and many firms neglect to succeed. Be that as it may, there are likewise a few advantages, other than expanding deals, of internationalization like improving advancement. Our outcomes

have specific ramifications for youth administrators in developing business sectors for their endurance in cutthroat worldwide business sectors just as acquiring from this interaction as far as advancement. New companies in arising nations ordinarily manage negative nation of-beginning impact, consequently, supervisors of those organizations need to comprehend the likely advantages of internationalization as far as enterprising intentions to get by in worldwide business sectors. One of the key focus points is the positive impact of worldwide development on the innovative expectation of arising nation SMEs. Firms should see internationalization as a method of growing deals, yet in addition as an apparatus to work on firm ingenuity. Notwithstanding, directors ought to be cautious that this effect is certifiably not an immediate one and relies upon how firms use internationalization. Our review shows the requirement for new companies in the market genuinely with pioneering focused way to deal with make advancement execution progress. Taking into account these outcomes, having higher Islamic quality in the entrepreneurship setting will require reacting to client needs and needs and become more proactive and face more challenges in taking advantage of market openings. Thus, top administration should put forth the attempt to set the hierarchical qualities to obtain the abilities that make SMEs more market and innovative arranged.

Youthful business visionaries that work in B2B market need to foster a reasonable technique that drives the organization to be more receptive to advertising requests and contender activities. Particularly the CEO and top administration should show strong help with passing on the vision of market-direction culture (Narver, 1991). Organizations need to take an interest in esteem creation exercises and make vital transformations from this learning experience (Narver, 1991). Besides, they need to more readily prepare and



unequivocally spur their representatives to face challenges and be available to groundbreaking thoughts and step up and seek after new freedoms. Particularly the workers that arrange with global clients play a basic part in downplaying these clients shifting requirements and needs and making pioneering strides when essential. These means and drives assist firms with turning out to be more creative and serve those clients in the long haul. Subsequently, top administration ought to empower lower-level administrators and representatives to have more connection with clients, which is basic in B2B exchanges and give them enough dynamic ability to take drives to figure innovative intentions with full soul. Entrepreneurs ought to enable their workers and construct independence inside the firm to take advantage of the company's improved openness and experience.

Professionals with the assistance of discoveries of this review and created hypothetical model can likewise acquire knowledge that how to foster a superior representation of innovative aim while planning of techniques fundamental for esteem co-formation of their items.



ACADEMIC SOLUTIONS

In the last however not minimal, discoveries of the concentrate over totally put accentuation on the upgrade of the Islamic qualities, and individual attributes for pioneering intentions to procure the input fit as a fiddle of benefit and long-haul client steadfastness to the fullest potential.

5.4 Practical Implications

Policy makers and trainers get benefits from this study as it provide a estranged view regarding business instruction might, include an inconsequential or not having a positive impact. By completing this study, the researcher still acknowledge that enterprise training is of critical significance towards encouraging business. It is mandatory to have a greater understanding of the procedural impact of the entrepreneurial tendency and a greater improvement regarding objective of the form training with relation to its member employed.

The research will ultimately affect the attitudinal way of thinking in the undergraduates of undergoing the process of the modern way of training of the business system. This evaluation has revealed that at the attitudinal; change was at the highest towards those members beginning with a small values regarding attitudinal expansion.

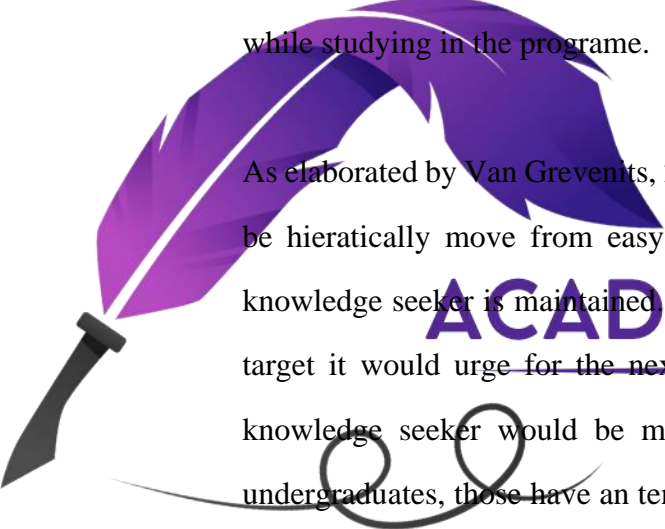


ACADEMIC SOLUTIONS

It is affirmed that the business tendency that was at the highest in the individuals having a great importance regarding disposition in of attitudinal behavior that has the supplementary evidence towards interpreting the evaluation results of the researches accompanied a change. While taking in consideration the product of the research that would become apparent with regard to the imaginable change as depicted by the result of the this work. Entrepreneurship tendency has been retrained towards deliberated affirmatory programmes. In this way the post impact of an unimportant effect on entrepreneurial tendency is evident.

This research will have its efficacy for the individual interested to be the business of the future; those would have their inclination towards the business avenues. While getting the successful career of business individuals the individuals having learning to

be the independent entrepreneur or want to become the business administrator this would be a road map for those. The training center for business education would have a centripetal force for those who want to survive in the competitive business world. This training would be the tactful advancement towards the successful business journey. This effort would also helpful for the business training centers to mound its celibate that could entail the tendency of business training seekers towards the training of business techniques. Selection of the courses for the programme would also be helpful for pulling the entrepreneurial training seekers towards this programme. Means that the variety of the courses be included for the individuals; so that they would feel easy to choose their courses of their interest to acquire the best level of satisfaction while studying in the programe.



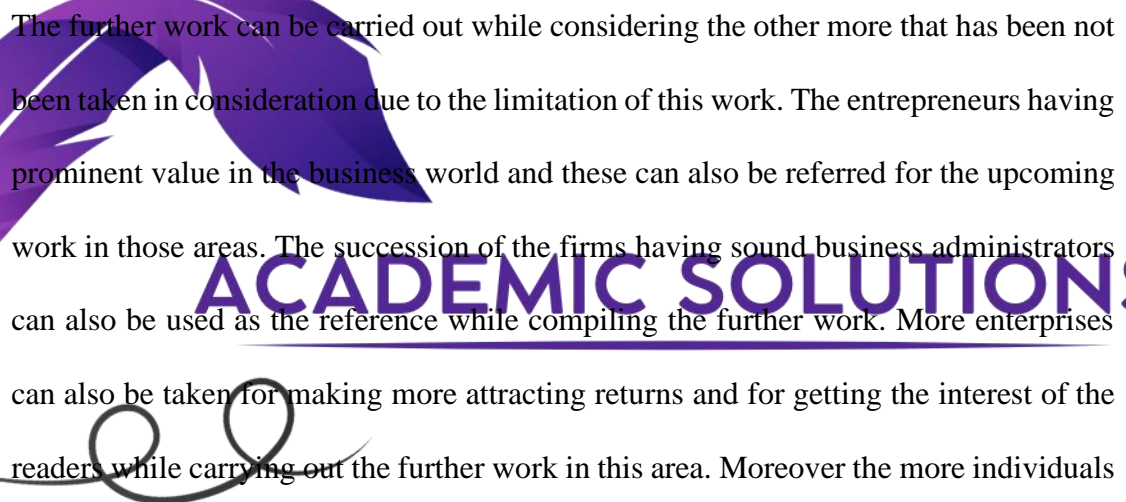
As elaborated by Van Grevenits, 2012 while offering the training assignment that must be hieratically move from easy to harder one so that the interest of the business knowledge seeker is maintained. As the individual would get a succession in an easy target it would urge for the next one and in this way the interest of the business knowledge seeker would be maintained till acquiring the tough one target. The undergraduates, those have an tendency for business and are chosen for an intentional business training program and a higher rate of impact of this programme can be accomplished into three classifications. These training programmes would definitely inculcate the behavior changes towards the business oriented activities.

ACADEMIC SOLUTIONS

This work regarding the business knowledge has also revealed that the courses that are being offered in the business training that also be molded from short tenure for the commencement of the training and then the long duration programme for the latter on. Duration of the courses would also have influence in the training of business knowledge as depicted from the study.

5.5 Future Directions

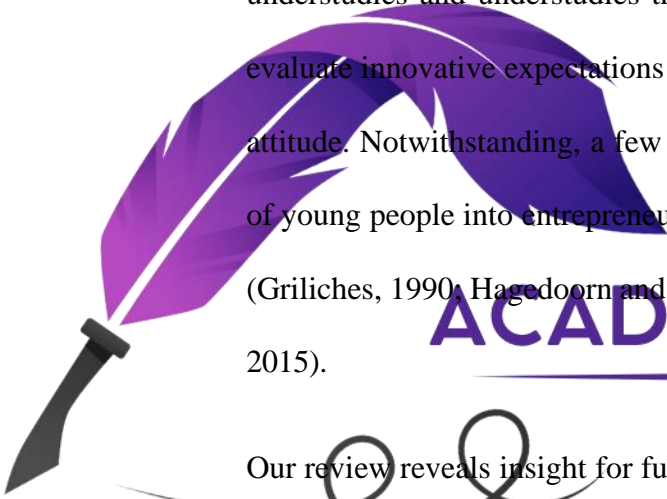
The study was carried out by taking the business institutions located in Islamabad as population and sample. The demographic of the study limits its generalization. To get the more improved outcome a more widespread reproach work is suggested. The upcoming studies may be conducted with a wider scale of population and the sample and be acquired the other business training center working in other territories. This would help to elaborate the more accurate and the generalized returns of the work that would be offered for the practical applicability with sound logical way.



The further work can be carried out while considering the other more that has been not been taken in consideration due to the limitation of this work. The entrepreneurs having prominent value in the business world and these can also be referred for the upcoming work in those areas. The succession of the firms having sound business administrators can also be used as the reference while compiling the further work. More enterprises can also be taken for making more attracting returns and for getting the interest of the readers while carrying out the further work in this area. Moreover the more individuals can also be included for the qualitative part of the work that can be from the academia and the business administrators as well to make the returns of the study sounder.

Undoubtedly, the examination of the current study in the light of some of highlighted gaps and issues give new bits of knowledge into entrepreneurship impetuses on youth and for its ultimate behavior in daily use, however, limitations in the study cannot be ignored, and future investigations are justified to supplement such restrictions.

To start with, as our example contains understudies of Universities of Islamabad and Rawalpindi in the Pakistan, future work surveying the effect of innovative direction on the pioneering aim from other arising nations populace could give extra experiences. Besides, our model, which is upheld in a developing business sector setting, can be tried in created nations. Second, steady with different examinations (for example Rauch, Wiklund, Lumpkin, and Frese, 2009), we utilized poll reviews. Albeit this might cause predisposition, we checked for normal technique inclination and tracked down that this is certainly not a major issue for this review. Third, a number of understudies and understudies themselves might not have been an ideal measure to evaluate innovative expectations as they need development of the useful openness and attitude. Notwithstanding, a few investigations in the literature exhibited that number of young people into entrepreneurial business is a decent measure to survey execution (Griliches, 1990; Hagedoorn and Cloodt, 2003; Hurtado-Torres et al., 2018; Ren et al., 2015).



ACADEMIC SOLUTIONS

Our review reveals insight for future exploration too. We demonstrated that the effect of Islamic qualities, entrepreneurship information, and individual attributes is more complicated than the manner in which it has been examined in the literature. We showed that TPB goes about as middle people of this relationship. We invite future examinations that proceed with our exploration by analyzing unforeseen factors, for example, organizing abilities with various partners and contest both in the neighborhood and the worldwide market and information procurement capacity that may influence the connection between the free factors and ward factors. Likewise, a more efficient joint effort with clients, for example, students' co-creation can be

analyzed as another factor which is influencing this relationship. Notwithstanding that advancement abilities can be examined as it relates to extremist aim. The conditions that have the proposed effect pretty much practical are as yet not completely known and require further exploration. Then again, we proposed another model in this review and tried it in an arising nation setting. Further investigations could test the model in other agricultural nations just as in the created market setting to check whether it tends to be applied to those business sectors too. We trust that this work rouses future analysts to additionally work on our comprehension of the connection between autonomous factors and ward factors with the assistance of the mediator.

Future researchers should conduct the research in higher learning institutions all over the country in order to get higher accuracy of the university student's feedback to avoid the bias that might be incurred. Besides, there are a few hundred respondents from the sample size in this research. Future researchers should enlarge the sample size of respondents to better represent the opinion of whole students' population, from private and public institutions.



ACADEMIC SOLUTIONS

Future researchers should continue adopt Theory of Planned Behavior (Ajzen, 1991) in their study as theory to investigate entrepreneurial intention; this is because it shows significant in this study which consistence with previous researchers (Armitage& Conner, 2001; Krueger et al., 2000; Lin & Lee (2004). Researchers adopted questions from other researchers. Future researchers can redesign the question of the questionnaire to better suit their research objective. Validity test should be conducted to ensure the questionnaire is valid for the particular research.

This is a descriptive & correlational research. It requires more information to clarify ambiguous situation. Thus, future researchers can use other combination of data collection methods like interviews. This can increase the participation of respondents and interviewers can get more opinions from multiple perspective. Besides, there is a lower chance that respondents will misinterpret questions because the interviewer can clarify the instruction of question. Particularly, the indicators underneath demographic characteristics are tested in this study, future researchers can include other indicators to get better research outcomes.

Lastly, future researchers should conduct the research with longer period. This can ensure that they can get consistent result that entrepreneurial intention of individuals can lead to an actual behavior in the real life.



ACADEMIC SOLUTIONS

5.5 Limitations of the Study

The limits to the examination are the way the theoretical system which comprises of speculations, just as how the exploration is pertinent to the marvels being concentrated on impacts the exploration. It has not thought about the perspectives and conduct of the relative multitude of respondents. There are some central questions as constraints that are considered in this examination. The examination is restricted to respondents from the disciplines of business, figuring and designing and sociologies, and not from disciplines like medication, law, and engineering and so on The examination is restricted to a couple of Pakistani colleges. The understudies in those colleges

apparently were the most noteworthy rate reading for business venture programs. The perspectives and practices from understudies selected for the business venture courses in different colleges have not been thought of. The time span between the understudies' graduation and their contribution in pioneering exercises isn't considered. Elements like understudies' aims are probably going to change after some time and could be affected by different elements not shrouded in the exploration study.

While analyzing the current study, a keen care was kept in consideration to understand that how to make a healthy study design to meet the most recent principles within the field of entrepreneurial education research. Though, while keeping in consideration the practical implication and the available resources, the underlying limitations are accompanied the study. As the study is carried out with a small sample size hence the sample in size can enlarge for the coming work that would be done in this field. This would be helpful to acquire the better end results that can later be offered for the practical applicability in the business training centers and the business operating entities as well.

The design regarding study can also be reshaped to get the better similarities with the theoretical and empirical work in vogue. Similar outcome has been achieved by all three programmes that supported a strong validity. Therefore, in the future studies a large sample size comprising the participants from nationwide and abroad can be used to gain the greater benefits.

Moreover, the scope of this study was not well equipped with the thorough assessment and investigation regarding content and design of the entrepreneurial education programmes. As deliberation of the work was based on the assumptions of the Sutoris work that was carried out in 2006. This work was the evaluation of the effectiveness of

the business programme that would have the optimistic returns. That work was an endeavor to have insight regarding the entrepreneurial tendency of the individuals after undergone the business knowledge's acquiring process.

And finally, while utilizing the self-reported procedures elaborated a forthcoming risk towards validity and reliability of the data. Therefore, a self-reported assessment through questionnaire was neglected in this work regarding information in various entrepreneurship areas. At the same context, during the research the analysis regarding entrepreneurship nascence has not been incorporated because it was not feasible to eliminate the option that learners were clever towards nascent behavior as their contribution during the programme was evaluate with control group.



ACADEMIC SOLUTIONS

REFERENCES

Acheampong, G. (2017). Micro-entrepreneurial motivations in Ghana: do Muslims differ?. In *Entrepreneurship and Management in an Islamic Context* (pp. 33-47). Springer, Cham.

Adam-Müller, A. F., Andres, R., Block, J. H., & Fisch, C. (2015). Socialist heritage and the opinion on entrepreneurs: Micro-level evidence from Europe. *Business Administration Review*, 75(4), 211-232.

Aggarwal, R. K., & Yousef, T. (2000). Islamic banks and investment financing. *Journal of money, credit and banking*, 93-120.

Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.

Ajzen, I. (2011). The theory of planned behaviour: Reactions and reflections.

Ajzen, I. (2015). The theory of planned behaviour is alive and well, and not ready to retire: a commentary on Sniehotta, Pesseau, and Araújo-Soares. *Health psychology review*, 9(2), 131-137.

Ajzen, I. and Fishbein, M. (1985). The prediction of behavior from attitudinal and normative variables. *Journal of Experimental Social Psychology*, Vol. 6, pp. 466-88.

Ajzen, I., & Fishbein, M. (1970). The prediction of behavior from attitudinal and normative variables. *Journal of experimental social Psychology*, 6(4), 466-487.

Ajzen, I., & Manstead, A. S. (2007). Changing health-related behaviours: An approach based on the theory of planned behaviour. In *The scope of social psychology* (pp. 55-76). Psychology Press.

Alamgir, M., Jahan, N., Islam, S., & Paul, S. (2018). THE ANTECEDENTS OF WORD-OF-MOUTH ATTITUDE IN MOBILE ADVERTISING: AN EXPERIMENTAL STUDY.

Aldrich, H. E., & Austen, W. G. (1986). Entrepreneurship, Theory and Practice. *Applied Financial Economics*, 8(2), 34-45.

Aldrich, H. E., & Waldinger, R. (1990). Ethnicity and entrepreneurship. *Annual review of sociology*, 16(1), 111-135.

Altinay, L., & Wang, C. L. (2011). The influence of an entrepreneur's socio-cultural characteristics on the entrepreneurial orientation of small firms. *Journal of Small Business and Enterprise Development*.

Anggadwita, G., & Dhewanto, W. (2016). The influence of personal attitude and social perception on women entrepreneurial intentions in micro and small enterprises in Indonesia. *International Journal of Entrepreneurship and Small Business*, 27(2-3), 131-148.

Anggadwita, G., Luturlean, B. S., Ramadani, V., & Ratten, V. (2017). Socio-cultural environments and emerging economy entrepreneurship: Women entrepreneurs in Indonesia. *Journal of Entrepreneurship in Emerging Economies*.

Anggadwita, G., Ramadani, V., Alamanda, D. T., Ratten, V., & Hashani, M. (2017). Entrepreneurial intentions from an Islamic perspective: a study of Muslim entrepreneurs in Indonesia. *International Journal of Entrepreneurship and Small Business*, 31(2), 165-179.

Audretsch, D. B., Grilo, I., & Thurik, A. R. (2007). Explaining entrepreneurship and the role of policy: a framework. *The handbook of research on entrepreneurship policy*, 1-17.

Autio, E., H. Keeley, R., Klofsten, M., GC Parker, G., & Hay, M. (2001). Entrepreneurial intent among students in Scandinavia and in the USA. *Enterprise and Innovation Management Studies*, 2(2), 145-160.

Backman, J. (Ed.). (1983). *Entrepreneurship and the Outlook for America*. Free Press.

Basu, A., & Altinay, E. (2002). The interaction between culture and entrepreneurship in London's immigrant businesses. *International small business journal*, 20(4), 371-393.

Basu, A., & Virick, M. (2008). Assessing entrepreneurial intentions amongst students: A comparative study. In *VentureWell. Proceedings of Open, the Annual Conference* (p. 79). National Collegiate Inventors & Innovators Alliance.

Begley, T. M., & Boyd, D. P. (1987). Psychological characteristics associated with performance in entrepreneurial firms and smaller businesses. *Journal of business venturing*, 2(1), 79-93.



ACADEMIC SOLUTIONS

Berger, B. (Ed.). (1991). *The culture of entrepreneurship* (pp. 1-12). San Francisco: Ics Press.

Beverland, M., & Lockshin, L. S. (2004). Crafting a competitive advantage: tempering entrepreneurial action with positioning-based values. *Qualitative market research: an international journal*.

Bird, B. (1988). Implementing entrepreneurial ideas: The case for intention. *Academy of management Review*, 13(3), 442-453.

Block, J. H., Colombo, M. G., Cumming, D. J., & Vismara, S. (2018). New players in entrepreneurial finance and why they are there. *Small Business Economics*, 50(2), 239-250.

Brockhaus Sr, R. H. (1980). Risk taking propensity of entrepreneurs. *Academy of management Journal*, 23(3), 509-520.



ACADEMIC SOLUTIONS

Bryman, A. (2008). *Social Research Methods* (3/E). Oxford: OUP.

Burgelman, R. A. (1983). Corporate entrepreneurship and strategic management: Insights from a process study. *Management science*, 29(12), 1349-1364.

Burnkrant, R. E. (1976). A motivational model of information processing intensity. *Journal of Consumer Research*, 3(1), 21-30.

Bwisa, H. M., & Ndolo, J. M. (2011). Culture as a factor in entrepreneurship development: A case study of the Kamba culture of Kenya. *International Journal of Business Management*, 1(1), 20-29.

Carland, J. W., Hoy, F., Boulton, W. R., & Carland, J. A. C. (1984). Differentiating entrepreneurs from small business owners: A conceptualization. *Academy of management review*, 9(2), 354-359.

Carswell, P., & Rolland, D. (2004). The role of religion in entrepreneurship participation and perception. *international journal of entrepreneurship and small business*, 1(3-4), 280-286.

Cho, Y.H. & Lee, J.H. (2018). Entrepreneurial Orientation, Entrepreneurial Education and Performance. *Asia Pacific Journal of Innovation and Entrepreneurship*, 12(2), 124-134.

Clercq, D. D., & Arenius, P. (2006). The role of knowledge in business start-up activity. *International small business journal*, 24(4), 339-358.

Collins, O.F. and D.G. Moore. 1970. *The Organization Makers*. New York: Appleton-Century-Crofts.

Covin, J. G., & Miller, D. (2014). International entrepreneurial orientation: Conceptual considerations, research themes, measurement issues, and future research directions. *Entrepreneurship Theory and Practice*, 38(1), 11-44.

Creswell, J. W., Plano Clark, V. L., Gutmann, M. L., & Hanson, W. E. (2003). An expanded typology for classifying mixed methods research into designs. A. Tashakkori y C. Teddlie, *Handbook of mixed methods in social and behavioral research*, 209-240.

Dana, L. P. (Ed.). (2010). *Entrepreneurship and religion*. Edward Elgar Publishing.

Dana, L. P., & Wright, R. W. (2009). International entrepreneurship: research priorities for the future. *International journal of globalisation and small business*, 3(1), 90-134.

De Noble, A., Galbraith, C. S., Singh, G., & Stiles, C. H. (2007). Market justice, religious orientation, and entrepreneurial attitudes: An empirical study. *Journal of enterprising communities: people and places in the global economy*.

De Vries, M. K. (1977). The entrepreneurial personality: A person at the crossroads. *Journal of management studies*, 14(1), 34-57.

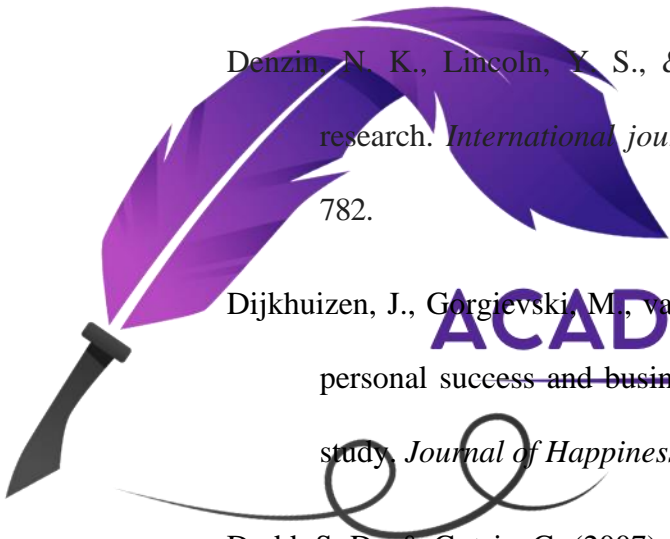
Denzin, N. K., Lincoln, Y. S., & Giardina, M. D. (2006). Disciplining qualitative research. *International journal of qualitative studies in education*, 19(6), 769-782.

Dijkhuizen, J., Gorgievski, M., van Veldhoven, M., & Schalk, R. (2018). Well-being, personal success and business performance among entrepreneurs: A two-wave study. *Journal of Happiness Studies*, 19(8), 2187-2204.

Dodd, S. D., & Gotsis, G. (2007). The interrelationships between entrepreneurship and religion. *The international journal of entrepreneurship and innovation*, 8(2), 93-104.

Drucker, P. (2014). *Innovation and entrepreneurship*. Routledge.

Dyer Jr, W. G., & Handler, W. (1994). Entrepreneurship and family business: Exploring the connections. *Entrepreneurship theory and practice*, 19(1), 71-83.



ACADEMIC SOLUTIONS

Elert, N., Andersson, F. W., & Wennberg, K. (2015). The impact of entrepreneurship education in high school on long-term entrepreneurial performance. *Journal of Economic Behavior & Organization*, 111, 209-223.

emerging market SMEs: Evidence from China. *Journal of Global Marketing*, 27(3),

Etzkowitz, H., Webster, A., Gebhardt, C., & Terra, B. R. C. (2000). The future of the university and the university of the future: evolution of ivory tower to entrepreneurial paradigm. *Research policy*, 29(2), 313-330.

Faizal, P. R. M., Ridhwan, A. A. M., & Kalsom, A. W. (2013). The entrepreneurs characteristic from al-Quran and al-Hadis. *International Journal of Trade, Economics and Finance*, 4(4), 191.

Farrag, D. A., & Hassan, M. (2015). The influence of religiosity on Egyptian Muslim youths' attitude towards fashion. *Journal of Islamic Marketing*.

ACADEMIC SOLUTIONS

Fayolle, A. and Liñán, F. (2014), "The future of research on entrepreneurial intentions", *Journal of Business Research*, Vol. 67 No. 5, pp. 663-666

Fayolle, A., & Gailly, B. (2015). The impact of entrepreneurship education on entrepreneurial attitudes and intention: Hysteresis and persistence. *Journal of small business management*, 53(1), 75-93.

Fayolle, A., Liñán, F., & Moriano, J. A. (2014). Beyond entrepreneurial intentions: values and motivations in entrepreneurship. *International Entrepreneurship and Management Journal*, 10(4), 679-689.

Fishbein, M., Jaccard, J., Davidson, A. R., Ajzen, I., & Loken, B. (1980). Predicting and understanding family planning behaviors. In *Understanding attitudes and predicting social behavior*. Prentice Hall.

Ghoul, W. A. (2015). Entrepreneurship within the framework of Shari'ah. *International Journal of Business and Globalisation*, 15(3), 262-271.

Gibb, A. (2002). In pursuit of a new 'enterprise' and 'entrepreneurship' paradigm for learning: creative destruction, new values, new ways of doing things and new combinations of knowledge. *International journal of management reviews*, 4(3), 233-269.

Graham, S., & Weiner, B. (1996). Theories and principles of motivation. *Handbook of educational psychology*, 4(1), 63-84.

Gursoy, D. (2019). A critical review of determinants of information search behavior and utilization of online reviews in decision making process (invited paper for 'luminaries' special issue of International Journal of Hospitality Management). *International Journal of Hospitality Management*, 76, 53-60.

Gursoy, D., Altinay, L., & Kenebayeva, A. (2017). Religiosity and entrepreneurship behaviours. *International Journal of Hospitality Management*, 67, 87-94.

Hassan, M.K. and Hippler, W.J. III, (2014), "Entrepreneurship and islam: an overview",
Econ Journal
Watch, Vol. 11 No. 2, pp. 170-179.

Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W., ... & Calantone, R. J. (2014). Common beliefs and reality about PLS: Comments on Rönkkö and Evermann (2013). *Organizational research methods*, 17(2), 182-209.

Herold, K., Sipilä, J., Tarkiainen, A., & Sundqvist, S. (2018). Facts or Opinions: Which Make a Difference? Word-of-Mouth and Attitude Change in a High-Involvement Service Context. *Services Marketing Quarterly*, 39(4), 261-276.

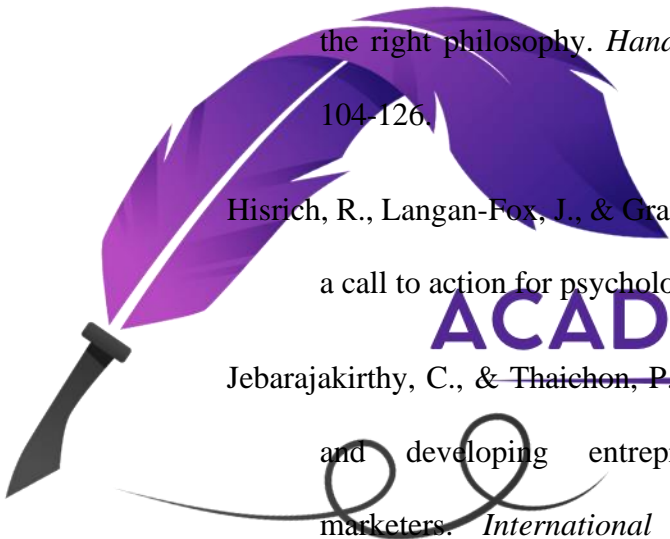
Hindle, K. (2007). Teaching entrepreneurship at university: from the wrong building to the right philosophy. *Handbook of research in entrepreneurship education*, 1, 104-126.

Hisrich, R., Langan-Fox, J., & Grant, S. (2007). Entrepreneurship research and practice: a call to action for psychology. *American psychologist*, 62(6), 575.

Jebarajakirthy, C., & Thaichon, P. (2015). A conceptual framework for understanding and developing entrepreneurial behaviour: implications for social marketers. *International Journal of Nonprofit and Voluntary Sector Marketing*, 20(4), 299-311.

Johnson, R. B., & Onwuegbuzie, A. J. (2004). Mixed methods research: A research paradigm whose time has come. *Educational researcher*, 33(7), 14-26.

Jones, C., & English, J. (2004). A contemporary approach to entrepreneurship education. *Education+ training*.



ACADEMIC SOLUTIONS

Karimi, S. (2020). The role of entrepreneurial passion in the formation of students' entrepreneurial intentions. *Applied Economics*, 52(3), 331-344.

Kirkley, W. W. (2017). Cultivating entrepreneurial behaviour: entrepreneurship education in secondary schools. *Asia Pacific Journal of Innovation and Entrepreneurship*.

Knight, F. H. (1921) Risk, Uncertainty, and Profit. Boston: Houghton Mifflin.

Kolvereid, L., & Moen, Ø. (1997). Entrepreneurship among business graduates: does a major in entrepreneurship make a difference?. *Journal of European industrial training*.

Kotler, P., Keller, K. L., Manceau, D., & Dubois, B. (2016). Marketing Management, 15e édition. *New Jersey: Pearson Education*.

Krackhardt, D. (1995). Entrepreneurial opportunities in an entrepreneurial firm: A structural approach. *Entrepreneurship Theory and Practice*, 19(3), 53-69.

Krueger Jr, N. F., & Brazeal, D. V. (1994). Entrepreneurial potential and potential entrepreneurs. *Entrepreneurship theory and practice*, 18(3), 91-104.

Krueger Jr, N. F., Reilly, M. D., & Carsrud, A. L. (2000). Competing models of entrepreneurial intentions. *Journal of business venturing*, 15(5-6), 411-432.

Krueger Jr, N. F., Reilly, M. D., & Carsrud, A. L. (2000). Competing models of entrepreneurial intentions. *Journal of business venturing*, 15(5-6), 411-432.

Krueger, N. F. (2007). The cognitive infrastructure of opportunity emergence. In *Entrepreneurship* (pp. 185-206). Springer, Berlin, Heidelberg.

Krueger, N. F., & Carsrud, A. L. (1993). Entrepreneurial intentions: Applying the theory of planned behaviour. *Entrepreneurship & Regional Development*, 5(4), 315-330.

Kuratko, D. F., & Hodgetts, R. M. (2009). Theory, Process, Practice.

Küttim, M., Kallaste, M., Venesaar, U., & Kiis, A. (2014). Entrepreneurship education at university level and students' entrepreneurial intentions. *Procedia-Social and Behavioral Sciences*, 110, 658-668.

Leen, A. R., Delener, N., Fuxman, L., Victor, L. F., & Rodrigues, S. (2016, October). Complexity and Entrepreneurship. In *Exceeding the Vision: Innovate, Integrate and Motivate: eighteenth annual international conference Dubai, UAE, October 16-20th, 2016: readings book* (pp. 240-247). The Global Business and Technology Association (GBATA).

Light, I. H., & Rosenstein, C. N. (1995). *Race, ethnicity, and entrepreneurship in urban America*. Transaction Publishers.

Liñán, F., Nabi, G., & Krueger, N. (2013). British and Spanish entrepreneurial intentions: A comparative study. *Revista de economía Mundial*, (33), 73-103.

Liu, Z., Xu, Z., Zhou, Z., & Li, Y. (2019). Buddhist entrepreneurs and new venture performance: The mediating role of entrepreneurial risk-taking. *Small Business Economics*, 52(3), 713-727.



ACADEMIC SOLUTIONS

Malebana, M. J., & Swanepoel, E. (2014). The relationship between exposure to entrepreneurship education and entrepreneurial self-efficacy. *Southern African Business Review*, 18(1), 1-26.

Malik, A., Khan, N., Faisal, S., Javed, S., & Faridi, M. R. (2020). AN INVESTIGATION ON LEADERSHIP STYLES FOR THE BUSINESS PRODUCTIVITY AND SUSTAINABILITY OF SMALL MEDIUM ENTERPRISES (SME'S). *International Journal of Entrepreneurship*, 24(5), 1-10.

Miles, M., & Huberman, A. (1994). *Qualitative Data Analysis: An Expanded Source Book* (2/E.). Thousand Oaks: SAGE.

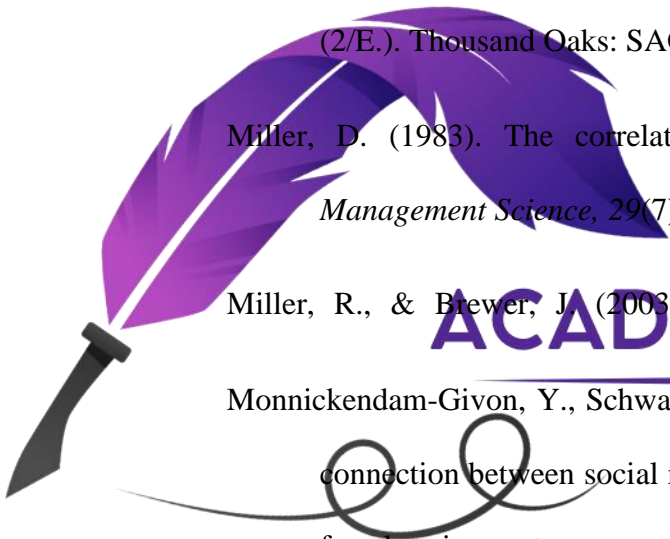
Miller, D. (1983). The correlates of entrepreneurship in three types of firms. *Management Science*, 29(7), 770-792

Miller, R., & Brewer, J. (2003). *The A-Z of Social Research*. London: SAGE

Monnickendam-Givon, Y., Schwartz, D., & Gidron, B. (2018). The surprising lack of connection between social networks and the enterprise success of ultra-religious female micro-entrepreneurs. *Journal of Enterprising Communities: People and Places in the Global Economy*.

Morgan, D. L. (2007). Paradigms lost and pragmatism regained: Methodological implications of combining qualitative and quantitative methods. *Journal of mixed methods research*, 1(1), 48-76.

Morris, M. H., Santos, S. C., & Kuratko, D. F. (2020). The great divides in social entrepreneurship and where they lead us. *Small business economics*, 1-18.



ACADEMIC SOLUTIONS

Noel, T. W. (2002). Effects of entrepreneurial education on intent to open a business: An exploratory study. *Journal of entrepreneurship education*, 5, 3.

Nwankwo, S., & Gbadamosi, A. (2013). Faith and entrepreneurship among the British African-Caribbean: Intersections between religious and entrepreneurial values. *Journal of Small Business and Enterprise Development*.

Omri, A., & Afi, H. (2020). How can entrepreneurship and educational capital lead to environmental sustainability?. *Structural Change and Economic Dynamics*, 54, 1-10.

Omri, W., Becuwe, A., & Randerson, K. (2017). Unravelling the link between creativity and individual entrepreneurial behaviour: the moderating role of Islamic Work Ethics. *International Journal of Entrepreneurship and Small Business*, 30(4), 567-589.



ACADEMIC SOLUTIONS

Ozaralli, N., & Rivenburgh, N. K. (2016). ~~Entrepreneurial intention: antecedents to~~ entrepreneurial behavior in the USA and Turkey. *Journal of Global Entrepreneurship Research*, 6(1), 1-32.

Parboteeah, K. P., Walter, S. G., & Block, J. H. (2015). When does Christian religion matter for entrepreneurial activity? The contingent effect of a country's investments into knowledge. *Journal of Business Ethics*, 130(2), 447-465.

Pawar, P. (2013). Social sciences perspectives on entrepreneurship. *Social Sciences*, 3(9).

Peterman, N. E., & Kennedy, J. (2003). Enterprise education: Influencing students' perceptions of entrepreneurship. *Entrepreneurship theory and practice*, 28(2), 129-144.

Peterman, N. E., & Kennedy, J. (2003). Enterprise education: Influencing students' perceptions of entrepreneurship. *Entrepreneurship theory and practice*, 28(2), 129-144.

Podgorny, B. B. (2012). Economic Behavior and the Influence of Religious Traditions: (Statement of the Problem). *Russian social science review*, 53(6), 43-61.

Rahi, S. (2017). Research design and methods: A systematic review of research paradigms, sampling issues and instruments development. *International Journal of Economics & Management Sciences*, 6(2), 1-5.

Ratten, V., & Ferreira, J. (2017). Entrepreneurship, innovation and sport policy: Implications for future research.

Reynolds, P. D., Hay, M., & Camp, S. M. (1999). Global entrepreneurship monitor. *Kansas City, Missouri: Kauffman Center for Entrepreneurial Leadership*.

Roberts, E. B., & Wainer, H. A. (1968). New enterprises on route. *Science Journal*, 12.

Robson, C. (2002). *Real world research: A resource for social scientists and practitioner-researchers*. Wiley-Blackwell.

Robson, C. (2011). *Real World Research (3/E)*. Oxford: Blackwell

Rodrigues, R. G., Dinis, A., do Paço, A., Ferreira, J., & Raposo, M. (2012). The effect of an entrepreneurial training programme on entrepreneurial traits and intention of secondary students. *Entrepreneurship–Born, made and educated*, 77-92.

Romer, P. M. (1986). Increasing returns and long-run growth. *Journal of political economy*, 94(5), 1002-1037.

Roxas, H. B., & Azmat, F. (2014). Community social capital and entrepreneurship: Analyzing the links. *Community Development*, 45(2), 135-150.

Saunders Mark, N. K., Philip, L., & Adrian, T. (2012). Research methods for business students. *Financial Times Prentice Hall*,.

Saunders, M. N., & Townsend, K. (2016). Reporting and justifying the number of interview participants in organization and workplace research. *British Journal of Management*, 27(4), 836-852.

Saunders, M. N., Lewis, P., Thornhill, A., & Bristow, A. (2015). Understanding research philosophy and approaches to theory development.

Saunders, M., Lewis, P., & Thornhill, A. (2012). Research methods for business students (6. utg.). *Harlow: Pearson*.

Schaper, M. T., & Casimir, G. (2007). The impact of tertiary education courses on entrepreneurial goals and intentions. *Handbook of research in entrepreneurship education*, 2(2), 120-129.



ACADEMIC SOLUTIONS



ACADEMIC SOLUTIONS
