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Examining Mediation Effect Of Entrepreneurial Motivation Between Entrepreneurial Value And Entrepreneurial Intentions

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Abstract

The role that is played by entrepreneurial values and motivations in formation of entrepreneurial intentions has received very less attention so far. Most of the research work is done on entrepreneurial intention. Much is yet to be understood about how one reaches the decision to set up a business unit. The role of values and motivations are intertwined, as they both are linked to the achievement of goals. The main objective of this study was to examine the mediating effect of entrepreneurial motivation between entrepreneurial value and the entrepreneurial intentions of business management learners to start out a new venture. The study was conducted in the Punjab state of India. The sample constituted 250 MBA students. The sample was collected with snowball technique. Few students who planned to start their own business were contacted and they further provided lead to other students who had similar intentions. Overall, the findings indicated that entrepreneurial motivation acts as a mediator between entrepreneurial value and entrepreneurial intention. Managers and policymakers may utilise the findings to decode how young entrepreneurs make decision to start their ventures.

Keywords: Entrepreneurial motivation, entrepreneurial values, entrepreneurial intentions, entrepreneurship, professional students.