

Understanding Social Entrepreneurial Intentions among Hotel Management Students in Indian Colleges

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ABSTRACT The objective of the study is to investigate the social entrepreneurial aspirations among young students who represent potential future entrepreneurs within India's hotel industry. To achieve this, a meticulously structured questionnaire was developed and distributed to a cohort of 200 students from various hotel management colleges of India. Statistical analysis was employed to decipher the students' intentions regarding entrepreneurship as a career choice. The findings from the collected data show a positive inclination among these young individuals towards pursuing entrepreneurship in the future. Notably, they exhibit commendable leadership acumen and the mental maturity required to navigate innovative business ventures. Furthermore, the students exhibit a willingness to embrace risk and exhibit unwavering dedication to establishing their entrepreneurial brand. This research endeavours to ascertain the likelihood of these young students embracing social entrepreneurship as their future career path, shedding light on their potential to contribute positively to society.

INTRODUCTION

A recent study of social entrepreneurship in hotels found that social enterprises are playing an increasingly important role in the hospitality industry, addressing a wide range of social issues such as poverty, homelessness and environmental degradation. The study found that social hotels are particularly effective at creating jobs and opportunities for disadvantaged groups, while also promoting sustainable tourism practices (Juneja and Banerjee 2023).

In the present days, social entrepreneurship has emerged as a powerful tool in not only overcoming growing societal pressure but also developing economic conditions of the country. The concept of social entrepreneurship has evolved beyond the age old profit driven concept of entrepreneurship to focusing on societal improvement. Social entrepreneurs working in India have an immense desire to bring about positive changes in the society and environment as well as to ensure financial stability among people. Social entrepreneurs take the bonus of empowering financially

weaker sections of the society by involving them in fruitful business activities by the use of innovative business ideas. Social entrepreneurs play a significant role in finding innovative solutions to the various financial problems faced by the society and improving the standard of living of the community members (Waris et al. 2021).

The hotel industry, which is considered to be the major contributor to the economy of India, plays an important role in fabricating social and economical conditions of the country. The students pursuing a hotel management degree have a deep understanding of customer expectations, services to be offered, existing cultural diversities and involvement of the local community in tourism business. Hence it is important to understand the intentions of students pursuing a hotel management degree or who have already completed it, who are willing to be entrepreneurs or are capable of taking risks involved in it. The young population has the potential to bring about positive changes in the society by use of different entrepreneurial ventures. Although India has been facing economic hardship since ages, businessmen, individ-

uials and entrepreneurs need to have detailed ideas about the market scenario to understand their strengths and opportunities to instigate economic growth of society in future.

Objectives

The objectives of this study are:

1. To find out the level of awareness among the hotel management students about the concept of social entrepreneurship.
2. To explore the factors that motivate the students to embrace the concept of social entrepreneurship, which includes available opportunities, concern for society and individual values and perceptions.
3. To investigate the challenges and barriers that can hinder the students in embracing ventures related to social entrepreneurship, which includes scarcity of resources, economic hardships etc.
4. To assess the influence of the syllabus of hotel management in influencing social entrepreneurial intentions of the students.
5. To provide recommendations towards incorporation of social entrepreneurial concepts in hotel management programs in order to influence the students to contribute towards the society.

Significance

The concept of social entrepreneurship aims at understanding the issues faced by the society and the environment. Social entrepreneurship has gained popularity in finding solutions to the social challenges. Investigating the intentions of the students towards social entrepreneurship gives a specific future direction to the hotel business. Social entrepreneurship plays a vital role in solving problems such as poverty, pollution, inequality at the local and global level by understanding the intentions and involving the hotel management students. This paper aims at finding the future aspirations of the students pursuing hotel management degree. This paper also aims at finding out the impact of social entrepreneurship on society.

Literature Review

Understanding the behaviour of human beings is a complex task (Farhana et al. 2019). Many theo-

ries had evolved to understand the psychological processes related to human behavior (Waris et al. 2022). The theory of planned behaviour is one of the best theories generated to understand human behavior (Waris et al. 2021). This theory focuses on understanding certain psychological aspects such as human attitude, behavioural control and perceptions (Sargani et al. 2020). A close relationship has been marked between the attitude of the students towards entrepreneurship and their intentions towards entrepreneurship. Several researches have been made to find out that subjective norms as a prominent factor in estimating the entrepreneurial intentions of the students (Waris et al. 2022). The theory of planned behaviour explains behavioural control as an important determinant in understanding the eagerness of human beings towards entrepreneurship. Studies have found that human beings have growing concern for entrepreneurship and also have a positive attitude towards it. The theory also portrays that the entrepreneurs are likely to be successful in their future endeavours if they get suitable opportunities, resources and circumstances that are favourable for their success (Zhao 2005).

Another model used extensively in understanding the entrepreneurial intentions of the people is the entrepreneurial potential model designed by Shapero in 1982 which portrays that human attitude and beliefs are prime factors in determining the intentions of people towards starting up business ventures. The positive attitude towards entrepreneurship depends on feasibility and desirability of the human to undertake business ventures (Zhao 2005).

The concept of entrepreneurship has evolved many years back. Lot of research work has been conducted to find out the types of entrepreneurs, value of entrepreneurship and process of conducting entrepreneurial activities (Waris et al. 2021). Entrepreneurship is defined as a means of use of innovative ideas and processes to enhance the social and economic condition of the society. The above definition aims at creating social entrepreneurs who focus on improving the socio-economic conditions of the society (Zhao 2005).

The concept of social entrepreneurship is emerging these days. In recent days, many researchers are working to find out the impact of the utility of social entrepreneurs in both developed and developing countries. Different researchers

have tried to find out various aspects of social entrepreneurship and its impact on society. The meaning of social entrepreneurship may vary depending on the type of social entrepreneurs, their perceptions and goals towards entrepreneurship (Martin and Osberg 2007).

Indian colleges play a vibrant role in implementing entrepreneurial behaviour among the students through the use of experiential learning processes. These experimental exercises motivate the students to undertake new business ventures as a part of career opportunities in future (Hameed and Haq 2021). Many researchers have found out that colleges and universities actively support students in framing a positive mindset towards creation of new business ideas to develop new sources of livelihood (Wong et al. 2014). It has been found out that the universities not only provide effective curriculum for providing adequate knowledge to the students but also to train them to be efficient enough to handle risks related to business ventures and be self dependent (Shi et al. 2019). Moreover the colleges do provide internship programs to the students, which provides them opportunities to come across entrepreneurs in the society. This, in turn, helps them to nurture new business ideas, which can be used in future businesses (Waris et al. 2022).

Social entrepreneurs receive support from their families, friends and acquaintances, which indicate subjective norms. The theory of planned behaviour also pointed out that subjective norms are the determinant factors for predicting the intentions of the entrepreneurs towards social benefit (Santos and Liguori 2020). Subjective norms play an important role in brainstorming new ideas, starting up new business and development of new products and services (Zhao 2005).

The concept of self-efficacy aims at meeting individual goals. Much research work has been conducted to define self-efficacy as individual perception towards an activity to be fulfilled (Gielnik et al. 2015). Self-efficacy has also been defined by some researchers as the ability of the person to use their skills to invest in the new business venture (McGee et al. 2009). Self-efficacy of a social entrepreneur is the ability of the entrepreneur to utilize their skills to generate new ideas to develop new products or services for the purpose of business (Zhao 2005). Many research studies have been conducted to find that individuals with a high-

er degree of self-efficacy have a higher extent of entrepreneurial intentions and have higher chances to be social entrepreneurs (Zhao 2005). Education and training influence the growth of social entrepreneurship (Wilson et al. 2007).

Environmental values are the key factors in analysing the intentions of the entrepreneurs towards solving problems related to the welfare of the society such as improvement of environmental quality, preservation of flora and fauna and natural resources (Lebron and Brannon 2018). Such entrepreneurs also try their best to grasp the opportunities coming in their way to develop the economic conditions of the society by providing employment to the people (Kuckertz and Wagner 2010). Researchers have found out that entrepreneurs who have high concern for the development of the society can only become a successful entrepreneur (Waris and Ahmed 2020). Hence, the society must also encourage such ventures of the social entrepreneurs, which will improve the standard of living of the society and per capita income of the people of such societies.

After going through the above literature review, the following hypothesis can be framed:

- H1:* Hotel management students with higher levels of self-accuracy will have higher levels of social entrepreneurial intentions.
- H2:* Hotel management students with higher levels of need for achievement will have higher levels of social entrepreneurial intentions.
- H3:* Hotel management students with higher levels of locus of responsibility will have higher levels of social entrepreneurial intentions.
- H4:* Hotel management students with higher levels of instrumental readiness will have higher levels of social entrepreneurial intentions.

METHODOLOGY

In order to understand and measure the intentions of the hotel management students in Indian colleges, a well-structured questionnaire has been designed. The questionnaire was divided into two halves. The first part of the questionnaire was used to collect the demographic profile of the respondents like gender, age, etc. The second part of the

questionnaire was used to list the attributes of social entrepreneurship and entrepreneurial intention of the students. A pilot study was conducted with 30 participants in order to test the validity of the questionnaire at IHM Bhubaneswar. A total of 200 questionnaires were sent but only 133 completely filled valid questionnaires were received. A retrospective approach was adopted to collect data from the respondents from the period of July till October, 2023. In order to test the reliability of the variables, Chronbach's alpha was calculated. The Descriptive statistics of the respondents are being calculated to understand the profile of the respondents. Regression analysis is used to quantify and examine the relationships between various independent variables (like self-accuracy, need for achievement, locus of responsibility, instrumental preparedness) and the dependent variable (entrepreneurial intention). This would help the researchers in understanding the dynamics of social entrepreneurship in the hospitality sector.

The study aimed at finding out the need for accomplishing future targets by understanding the likeliness of the respondents towards improving their performances, willingness to accomplish difficult tasks and willingness to take additional responsibilities. The locus of responsibility was found out by indentifying the level of diligence and hard work of the respondents towards their assignments. The study aimed to find out whether the respondents had adequate leadership skills and mental maturity needed to be an entrepreneur in future. The questionnaires were also designed to understand the level of preparedness of the respondents in terms of availability of the capital, social networks and supporting information needed to be a future entrepreneur. The entrepreneurial intentions of the respondents were identified by raising on the likelihood of the respondents to start their own enterprises or their likelihood to get themselves employed in a company run by others.

Convenient sampling was used to send the questionnaire to the hotel management students of different hotel management colleges of India, as it was easy to send these to the institutes of hotel management's fraternity groups pan India (colleges where the questionnaire was sent include Institute of Hotel Management, Bhubaneswar; Institute of Hotel Management, Noida; Institute of Hotel Management, Chennai; Institute of Hotel Management, Kolkata; Institute of Hotel Management,

Guwahati; Institute of Hotel Management, Mumbai). SPSS (Statistical Package for Social Sciences) was used in order to analyze the data.

RESULTS

Various parameters like age, gender, experience and education were used to understand the demographic profile of the respondents. It has been observed in Table 1 that 33.1 percent of the respondents were females and 66.9 percent respondents were male. Around 69.9 percent respondents belonged to the age group of less than 25 years of age and 30.1 percent respondents belonged to more than or equal to 25 years of age. Around 69.9 percent respondents belonged to east India, 18 percent belonged to north India, 6.8 percent belonged to west India and 3.2 percent belonged to South India. It has been observed that most of the respondents belonged to the eastern part of the country. Around 91 percent of the respondents have completed their undergraduate course, 29 percent respondents are graduates, 10 percent of the re-

Table 1: Descriptive analysis

<i>Item</i>	<i>n</i>	<i>Percent</i>
<i>Gender</i>		
Female	44	33.1
Male	89	66.9
<i>Age (In Years)</i>		
< 25	93	69.9
>= 25	40	30.1
<i>Place</i>		
East	93	69.9
West	9	6.8
North	24	18
South	3	2.3
Other	4	3.2
<i>Education</i>		
Certificate course	1	0.8
Diploma	2	1.5
Graduate	29	21.8
Post graduate	10	7.5
Undergraduate	91	68.4
<i>Experience</i>		
Private sector	40	30.1
Public sector	7	5.3
Unemployed	1	0.8
Other	85	62.7
<i>Experience</i>		
Private sector	39	29.3
Government sector	7	5.3
None of the other	77	57.9

Source: Statistical calculation through SPSS

spondents have done their post graduation, and 2 percent respondents are diploma holders. It was observed that most of the respondents were graduates and had good knowledge regarding the understanding of the topic of social entrepreneurship. 29.3 percent of the respondents worked in the private sector of the hotel industry, 5.3 percent worked with the government sector, which included the hotel industry as well as the academic field, and 57.9 percent respondents responded as 'other', which means they have their own enterprise.

Further, the reliability analysis is conducted in order to measure the internal consistency reliability among the variables. It is used to assess how well items in a scale are correlated with each other. With reference to Table 2, it has been observed that the value of Cronbach's Alpha is greater than 0.7, and hence it is reliable for further study.

Table 2: Reliability statistics

<i>Cronbach's Alpha</i>	<i>No. of items</i>
0.900	16

Source: Statistical calculation through SPSS

Table 3 shows the correlation coefficients between variables (IP: Instrumental Preparedness, NFA: Need for Achievement, LR: Locus of Responsibility, SA: Self Awareness) related to social entrepreneurial intentions among the hotel management students in Indian colleges. It has been observed that all the correlations are significant at 0.01 level (2-tailed). The highest correlation is observed between entrepreneurial intention and locus of responsibility ($r = 0.681$), which suggests that the students who have a strong belief in their ability to succeed as entrepreneurs are more likely to have the intention to start a social enterprise. The next highest correlation is between entrepreneurial intention and locus of responsibility ($r = 0.693$), which suggests that students who believe that they are in control of their own destiny are more likely to have the intention to start a social enterprise. The correlation between entrepreneurial intention and need for achievement is also positive ($r = 0.345$), which suggests that students who have a strong desire to succeed are more likely to have an intention to start a social enterprise. The correlation between entrepreneurial intention and instrumental preparedness is also observed to be positive ($r = 0.591$), which means that the students

who have resources and contacts for starting up an enterprise are more determined to become social entrepreneurs. Overall, the results of this table suggest entrepreneurial self-awareness, locus of responsibility, instrumental preparedness and need for achievement are all important factors that influence entrepreneurial intention among hotel management students in Indian colleges.

Table 3: Pearson's Correlations Coefficients (n = 133)

	<i>EI</i>	<i>NFA</i>	<i>LR</i>	<i>SA</i>	<i>IP</i>
EI	1	.664**	.420**	.681**	.591**
NFA	.664**	1	.492**	.693**	.418**
LR	.420**	.492**	1	.434**	.345**
SA	.681**	.693**	.434**	1	.513**
IP	.591**	.418**	.345**	.513**	1

** Correlation is significant at the 0.01 level (2-tailed). EI: Entrepreneurial Intention, NFA: Need for Achievement, LR: Locus of Responsibility, SA: Self Awareness, IP: Instrumental Preparedness. Source: Statistical calculation through SPSS

Table 4 shows the standardised regression coefficients model predicting the entrepreneurial intention of hotel management students in Indian colleges. Self-accuracy (SA), Need for Achievement (NFA), Locus of Responsibility (LR) and Instrumental Preparedness (IP) are considered as the independent variables and entrepreneurial intention is considered as the dependent variable for the study. It has been observed that all the four independent variables are having a significantly positive impact on the entrepreneurial intention of the students. The standardised regression coefficients indicate the relative strength of each variable's impact on entrepreneurial intention, with higher coefficients indicating a stronger impact.

Self-accuracy has been observed to have the strongest impact on entrepreneurial intention, fol-

Table 4: Standardised regression coefficient

	<i>Standardised coefficients</i>	<i>T</i>	<i>Sig.</i>
NFA	0.322	3.963	0.000
LR	0.032	0.496	0.621
SA	0.292	3.528	0.001
IP	0.296	4.487	0.000
R ²	0.601		
Adjusted R ²	0.589		
F	48.199		

Source: Statistical calculation through SPSS

lowed by the locus of responsibility, need for achievement and instrumental preparedness. This suggests that students who believe in their ability to succeed as entrepreneurs and who believe that they are in control of their own destiny are more likely to have the intention to start a social enterprise.

The model has a high R-squared value of 0.601, which indicates the proportion of the variance in the dependent variable (entrepreneurial intention) that can be explained by the independent variable. In this model, approximately 60.1 percent of the variability in entrepreneurial intentions is explained by the independent variable. The adjusted R-square value of 0.589 is also high, indicating that the model is not over fitting the data. The F-statistic is 48.199, and this is used to test the overall significance of the model. A high F-statistic indicates that at least one of the independent variables has a significant relationship with the dependent variable. In this case, the F-statistic is significant, suggesting that the overall model is meaningful.

Overall, the analysis indicates that the variables of need for achievement, self accuracy and instrumental preparedness have a positive and a statistically significant influence on social entrepreneurial intentions among the hotel management students, while locus of responsibility does not appear to have significant impact in this context. However, the model is statistically significant in explaining the impact of various variables on the social entrepreneurial intention of the students of hotel management college.

DISCUSSION

The present study aimed to shed light on the factors influencing social entrepreneurial intentions among hotel management students in Indian colleges. By examining the standardised regression coefficients of four key variables of Need for Achievement (NFA), Locus of Responsibility (LR), Self-Accuracy (SA), and Instrumental Preparedness (IP), the researchers have gained valuable insights into the dynamics of social entrepreneurial aspirations within this specific educational context.

NFA (Need for Achievement), as indicated by its significant positive relationship with social entrepreneurial intentions, emerges as a crucial factor in driving the inclination toward social entrepreneurship among hotel management students. These individuals possess a strong desire for personal accomplishment and success, which may

translate into a greater willingness to embark on entrepreneurial ventures with a social mission. This finding aligns with previous research emphasising the role of achievement motivation in entrepreneurial endeavours (Chen et al. 1998).

Conversely, LR (Locus of Responsibility) was found to have no statistically significant association with social entrepreneurial intentions in this context. This result is somewhat unexpected and contrasts with prior studies highlighting the influence of one's perceived control over outcomes on entrepreneurial intentions (Ajzen 1991). It is possible that within the specific domain of social entrepreneurship, other factors outweigh the impact of locus of control.

SA (Self Accuracy) and IP (Instrumental Preparedness) both exhibited significant positive relationships with social entrepreneurial intentions. Hotel management students who perceive themselves as competent in entrepreneurial activities (SA) and who possess enough resources (IP) are more likely to express intentions toward social entrepreneurship (Wilson et al. 2007). These findings underscore the importance of self-accuracy and instrumental preparedness in fostering social entrepreneurial aspirations (Liñán and Chen 2009; Shane and Venkataraman 2000).

The overall model's R-squared value of 0.601 suggests that approximately 60.1 percent of the variability in social entrepreneurial intentions among hotel management students can be explained by the combined influence of these factors. This highlights the significance of the model in understanding and predicting the emergence of social entrepreneurial intentions within this specific population.

Recent studies indicate a growing interest in social entrepreneurship among hotel management students in India. This interest is influenced by various factors, including education, mentorship, government initiatives, market opportunities, and cultural nuances. Understanding these intentions in the context of the hospitality industry is valuable for academia, industry, and policymakers. It not only reflects the changing landscape of business but also the potential for sustainable and socially responsible practices in the sector (Juneja and Banerjee 2023).

CONCLUSION

Social entrepreneurship is a growing field with the potential to address some of the world's most pressing social and environmental problems. Ho-

tel management students are well-positioned to become social entrepreneurs, as they have the skills and knowledge to manage businesses and provide excellent customer service. This study has found that entrepreneurial self-accuracy, need for achievement, locus of responsibility, and instrumental preparedness are all significant predictors of social entrepreneurial intentions among hotel management students in Indian colleges. This suggests that these factors should be considered when developing programs and initiatives to support students who are interested in starting social enterprises. Policymakers and educators can play an important role in supporting social entrepreneurial intentions among hotel management students. Policymakers can develop programs and initiatives to provide financial and other support to students who want to start social enterprises. Educators can develop courses and curricula that teach students about social entrepreneurship and help them to develop the skills and knowledge they need to succeed as social entrepreneurs. By supporting social entrepreneurial intentions among hotel management students, policymakers and educators can help to create a new generation of social entrepreneurs who are capable of addressing the world's most pressing social and environmental problems. In addition to the above, the researchers would like to add that it is important to create a supportive ecosystem for social entrepreneurs. This includes having access to mentors, investors, and other resources. It is also important to raise awareness of social entrepreneurship and to promote its benefits. By taking these steps, one can help to create a more entrepreneurial India, where the next generation of social entrepreneurs can thrive.

RECOMMENDATIONS

The educational institutions offering hotel management programs in India should consider integrating modules or courses on social entrepreneurship into their curriculum. These courses can provide students with the necessary knowledge and skills to pursue social entrepreneurial ventures. Furthermore, incorporating real-world case studies and guest lecturers from successful social entrepreneurs can inspire and guide students. Mentorship programs that connect hotel management students with experienced social entrepreneurs can be established. Mentors can pro-

vide guidance, share practical insights, and offer support in navigating the challenges of starting and running a social enterprise.

Awareness campaigns can be organised within colleges, which would help to educate students about the concept and impact of social entrepreneurship. These campaigns can showcase successful social enterprises, highlight the societal benefits they bring, and inspire students to consider social entrepreneurship as a viable career path. Collaboration between colleges, government agencies and private organisations can create opportunities for seed funding and business incubation specifically tailored to social entrepreneurial ventures. Financial support and mentorship during the early stages of business development can encourage more students to pursue social entrepreneurship.

Further research on social entrepreneurship may be encouraged among hotel management students in Indian colleges. Collaboration between academia, industry and government institutions can lead to a better understanding of the challenges and opportunities in this field. Sharing research findings and best practices can help inform policy decisions and educational reforms. Various networking platforms or clubs within colleges may be established, where students interested in social entrepreneurship can connect, share ideas and collaborate on projects. These platforms can facilitate peer learning and collaboration, fostering a supportive community of aspiring social entrepreneurs. Various policies and regulations can be framed to support and promote social entrepreneurship in India, and continuously evaluate the effectiveness of initiatives aimed at promoting social entrepreneurship among hotel management students. Feedback from students, mentors and stakeholders can be collected to make necessary adjustments and improvements.

LIMITATIONS

The study was conducted with a relatively small sample size of 200 students. This may limit the generalisability of the findings to other populations of hotel management students in India. The study only focused on hotel management students. It is possible that the findings may not be generalisable to other populations of students, such as business students or engineering students. More factors can be considered in relation to social en-

trepreneurship. While the study provides insights into the context of Indian hotel management students, its external validity is limited to a specific geographic location. Social and cultural factors can vary significantly across different regions of the country, and these variations may influence social entrepreneurial intentions differently. The field of social entrepreneurship is dynamic, and the factors influencing social entrepreneurial intentions may evolve over time. This research provides a snapshot of intentions at a particular moment, but those intentions may change in response to shifting societal and economic conditions. The study uses a cross sectional design, which means that it has collected data from participants at a single point in time. This design cannot be used to establish causality between the variables in the study. The study is primarily focused on factors influencing positive social entrepreneurial intentions. However, not all students may express positive intentions in this regard. The study did not delve into the types of social issues that the students were most interested in addressing through social entrepreneurship. Understanding the specific social challenges that motivate students could provide more targeted insights.

FUTURE SCOPE OF STUDY

Further research can be conducted to investigate the impact of entrepreneurial education, social values, mentorship in influencing the students intention to start a social enterprise. The challenges and opportunities can be examined that the hotel management students face while starting a social enterprise. Longitudinal studies can be conducted to track the changes in the social entrepreneurship intentions over time. Also, the social entrepreneurial intention of the Indian students can be compared to that of the students of other countries. The interventions to support hotel management students in starting the social enterprise can be developed and evaluated. This could include interventions such as entrepreneurship incubators, social enterprise competitions, mentorship programs and fellowship. This can help in gaining better understanding of social entrepreneurial intentions among hotel management students and develop effective interventions to support them in starting social enterprise.

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