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**THE RELATIONSHIP BETWEEN PERCEIVED
EFFECTIVE ENTREPRENEURSHIP EDUCATION AND
ENTREPRENEURIAL INTENTION: THE ROLE OF
PERCEPTION OF UNIVERSITY SUPPORT, PERCEIVED
CREATIVITY DISPOSITION AND ENTREPRENEURIAL
PASSION**



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UUM
Universiti Utara Malaysia

**DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
November 2015**

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PASSION**



UUM

By

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**Thesis Submitted to
School of Business Management,
Universiti Utara Malaysia,
in Fulfilment of the Requirement for the Degree of Doctor of Philosophy**

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ABSTRACT

Entrepreneurship has led to the ever increasing and continuous growing field of entrepreneurship education. However, there are growing concerns about the effectiveness of the programme in forming entrepreneurial intention and the ultimate advancement of enterprising behaviour. Hence, this study investigated the relationship between perceived effective entrepreneurship education and entrepreneurial intention, while considering the role of perception of university support, perceived creativity disposition, entrepreneurial passion for inventing, and entrepreneurial passion for founding a business venture. To validate the model, data from 595 university students were analysed using the Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings showed that all the hypothesised direct relationships were supported except for the relationship between perceived effective entrepreneurship education and entrepreneurial intention. Similarly, the hypothesized mediating relationships were supported. In addition, only two hypothesized moderating relationships were supported, but not the moderating effect of perception of university support on perceived effective entrepreneurship education and entrepreneurial passion for founding. Based on the findings, this study contributes theoretically by extending the use of both the theory of planned behaviour and Shapero's entrepreneurial event model framework to increase the understanding of the relationship between entrepreneurship education and entrepreneurial intention. Methodologically, this study contributes by employing the hierarchical modelling using PLS-SEM to explain the relationships developed. In practical terms, the findings provide the stakeholders responsible for entrepreneurship development a better picture of the formation of entrepreneurial intentions, as well as the impact of potential venture initiators' beliefs and perceptions on their intention to commence a business. Overall, it enables the government and the policy-makers to direct thoughts and resources on young adults who are likely to form entrepreneurial intentions, and consequently, create business ventures.

Keywords: entrepreneurship education, university support, creativity disposition, entrepreneurial passion, entrepreneurial intention

ABSTRAK

Keusahawanan telah menjadikan bidang pendidikan keusahawanan semakin berkembang. Walau bagaimanapun, terdapat kebimbangan yang semakin meningkat tentang keberkesanan program ini dalam membentuk niat keusahawanan dan memajukan perlakuan berdaya usaha. Oleh itu, kajian ini menyiasat hubungan antara pendidikan keusahawanan yang berkesan dan niat keusahawanan, dan mempertimbangkan peranan persepsi sokongan universiti, kreativiti peribadi, semangat keusahawanan untuk mencipta, dan semangat keusahawanan untuk penubuhan usaha teroka baharu. Bagi mengesahkan model, data telah dikumpulkan daripada 595 pelajar universiti dan telah dianalisis dengan menggunakan *Partial Least Squares Structural Equation Modelling* (PLS-SEM). Dapatan kajian menunjukkan bahawa semua hubungan langsung yang dihipotesiskan disokong kecuali hubungan antara pendidikan keusahawanan yang berkesan dan niat keusahawanan. Di samping itu, hubungan pengantara yang dihipotesiskan turut disokong. Selain itu, hanya dua hubungan penyederhana yang dihipotesiskan disokong, tetapi bukan kesan penyederhana persepsi sokongan universiti terhadap pendidikan keusahawanan yang berkesan dan semangat keusahawanan untuk penubuhan. Berdasarkan dapatan yang ditunjukkan, kajian ini menyumbang secara teori dengan meluaskan penggunaan kedua-dua teori tingkah laku terancang dan keusahawanan rangka kerja model acara Shapero untuk meningkatkan kefahaman tentang hubungan antara pendidikan keusahawanan dan niat keusahawanan. Dari aspek metodologi pula, kajian ini menyumbang dengan menggunakan model hierarki PLS-SEM untuk menjelaskan hubungan yang dibangunkan. Dari segi praktis, penemuan menawarkan pihak berkepentingan yang bertanggungjawab membangunkan keusahawanan satu gambaran yang lebih baik mengenai pembentukan niat keusahawanan, dan juga kesan kepercayaan dan persepsi bakal usahawan terhadap niat mereka untuk memulakan perniagaan. Secara keseluruhannya, ia membolehkan kerajaan dan pembuat dasar mengajukan fikiran dan sumber kepada golongan muda yang bakal membentuk niat keusahawanan, dan seterusnya memulakan perniagaan.

Kata kunci: pendidikan keusahawanan, sokongan universiti, kreativiti peribadi, semangat keusahawanan, niat keusahawanan

ACKNOWLEDGEMENT

All praises are due to Allaah the lord of Al-Alamin (Mankind), by whose grace and mercy gave me the opportunity to embark on a PhD programme and provided me with the strength to complete the process. May Allaah's mercy and blessings descend on His messenger and our Prophet Muhammad (Sallallaahu Alaihi wa sallam), his household, companions and those that follow them righteously till the day of Judgement.

I would like to appreciate and be grateful to my country (Nigeria) and my university (Ahmadu Bello University, Zaria) for the scholarship and study leave granted me to undertake my PhD programme in Malaysia.

My sincere gratitude goes to my humble and able supervisors Dr. Ooi Yeng Keat and Dr. Muhammad Awais Bhatti for their painstaking and excellent supervision of my PhD dissertation. I have learnt a lot by working with you. I am indeed thankful for your enduring patience with me. Many thanks also to my reviewers for their valuable contribution in making this work better.

My Mother! Ma sha Allaah! My heartfelt appreciation goes for your kindness and prayers through my life. May Allaah reward you with the best of rewards.

I am indeed overwhelm and thankful to my loving wife, Hajara Baba Maiturare for her caring, patience, help and prayers to my success. May you be among the women of Jannah. I am also thankful to my children for their prayers and patience. May Allaah bless and protect you and may you be successful in this world and hereafter.

Finally, I am indebted to my relatives, friends and well-wishers through the PhD journey. I have received lots of encouragements and prayers from you, may the Almighty Allaah grant you enormous reward.

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LIST OF ABBREVIATIONS

NUC	National Universities Commission
ABU	Ahmadu Bello University
ANOVA	Analysis of variance
AVE	Average Variance Extracted
BT-PPP	Business Team Projects Partnership Programme
BUK	Bayero University Kano
CB-SEM	Covariance Based Structural Equation Modelling
CFA	Confirmatory Factor Analysis
CMV	Common Method Variance
CPS	Creative Problem Solving
EEPs	Entrepreneurship Education Programmes
EI	Entrepreneurial Intention
EPF	Entrepreneurial Passion for Founding
EPI	Entrepreneurial Passion for Inventing
f^2	Effect Size
GEM	Global Entrepreneurship Monitor
HEIs	Higher Education Institutions
HP	Harmonious Passion
ICF	Identity Centrality for Founding
ICI	Identity Centrality for Inventing
ICT	Information and Communication Technology
IDA	Industrial Development Authority
IPFF	Intense Positive Feeling for Founding
IPFI	Intense Positive Feeling for Inventing
IPL	Polytechnic Institute of Leiria
IRIB	Islamic Republic of Iran Broadcasting
ITEEM	Institut Technologique Européen d'Entrepreneuriat et de Management
MBA	Master of Business Administration
MIT	Massachusetts Institute of Technology
NBS	National Bureau of Statistics
NPIC	National Pingtung Institute of Commerce
OECD	Organisation for Economic Co-operation and Development
OP	Obsessive Passion
OTT	Over-Inclusive Thinking Training
PCD	Perceived Creativity Disposition
PEEE	Perceived Effective Entrepreneurship Education
PLS	Partial Least Squares
PLS-SEM	Partial Least Squares Structural Equation Modelling

Q ²	Predictive Relevance
R ²	Coefficient of Determination
SEE	Shapero's Entrepreneurial Event
SPSS	Statistical Package for Social Sciences
TPB	Theory of Planned Behaviour
UDUS	Usman Danfodio University Sokoto
UN	United Nations
UTHM	Universiti Tun Hussein Onn Malaysia
VIF	Variance Inflation Factor
YAA	Young Achievement Australia



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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Entrepreneurship has become a worldwide programme because of its significant contributions to the economy of countries through job creation and generating high employment, innovativeness and creativity, social development and economic growth (Timmons, 1999; Shane & Venkataraman, 2000; Thurik, 2001; Carree & Thurik, 2003; Acs & Audretsch, 2005; Audretsch & Rowley, Baregheh, & Sambrook, 2011, Prakash, Jain, & Chauhan, 2015). Developed countries, such as USA, Japan, and Germany have all enjoyed economic growth due to the presence entrepreneurs (Prakash, Jain, & Chauhan, 2015). Entrepreneurship has a simple meaning of starting a business to a more complex definition involving independence, creativity, innovativeness, initiative, and risk-taking (Bruyat & Julien, 2001). Opportunity identification is, thus, the beginning of entrepreneurship and the procedure is obviously intentional (Wang, Lu, & Millington, 2011).

Moreover, the aspect of entrepreneurial intentions (EI) is necessary to comprehend the entrepreneurial process since it precedes entrepreneurial behaviour (Krueger & Carsrud, 1993; Arendt & Brettel, 2010; Gámez-González, Rondan-Cataluña, Diez-de Castro, & Navarro-Garcia, 2010; Lin, Lin, & Lin, 2010; Zhang & Duan, 2010). Intention is also the

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