

The mediating role of passion in entrepreneurship intention: Identity centrality and role models increase passion

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ABSTRACT

Entrepreneurial passion is the key to starting a business. Passion motivates desire so that entrepreneurs strive to achieve success. Passion is not only the experience of intense emotions but also a part of identity centrality. On the other hand, an individual's entrepreneurial decisions can be influenced by the opinions and behaviors conveyed by others and a person's career ambitions can be significantly stimulated if they have a role model. The role model, in addition to inspiration, also plays an important role in helping individuals learn to identify themselves so entrepreneurial role models impart entrepreneurial passion for individuals to shape entrepreneurial intentions. Hence, the purpose of this paper is to examine the mediating role of passion in both relationships: between entrepreneurial identity centrality and entrepreneurship intention as well as between the entrepreneurial role model and entrepreneurship intention. The study is a quantitative research; data is surveyed in a single time collected from a population. 531 questionnaires are distributed to young people who are studying and working in Ho Chi Minh City and has the intention to start-up their own business. The findings of the research show that both above relationships are significantly mediated by passion. The research could support the theory of distal and proximal antecedence that influence entrepreneurship intention for students.

1. Introduction

(MacMillan, 1993). The entrepreneurship intention is at the heart of entrepreneurship before starting a real business (Choo & Wong, 2006). Those who intend to start a business or those who start a business are highly motivated individuals. Motivation can come from many different things, but one of the biggest motivations is passion (Brannback, Carsrud, Elfving, & Krueger, 2006). Passion is the key to starting a business. Passion does not always lead to immediate success, but it is the core element to inspire individuals to persistently overcome challenges and tribulations to accomplish difficult tasks (Murnieks, Mosakowski, & Cardon, 2014). A passionate entrepreneur is dedicated to his or her business. Passion motivates entrepreneurs to be proactive, willing to work long hours, and persevere when encountering obstacles. Passion motivates desire so that entrepreneurs strive to achieve success (Cardon, Wincent, Singh, & Drnovsek, 2009). Passion is not only the experience

of intense emotions but also a part of identity centrality (Cardon et al., 2009; Murnieks et al., 2014). Entrepreneurial passion related to “consciously accessible intense positive feelings experienced by engagement in entrepreneurial activities associated with roles that are meaningful and salient to the self-identity of the entrepreneur” (Cardon et al., 2009). Passion is part of human identity (Orgambidez-Ramos, Borrego-Alés, & Gonçalves, 2014).

Identity is the concept used to describe how individuals think about themselves. Most people often create a psychological identity for themselves through the work they do, or objects related to them (Abram & Hogg, 2006; Ofcansky, 1996). An individual’s identity can be determined based on peripheral and central traits characteristics (Ashforth, Kreiner, & Fugate, 2000). Entrepreneurial identity is defined as “an individual’s thoughts, feelings, and beliefs about oneself in the founder role (Hoang & Gimeno, 2010). An entrepreneur’s identity is expressed in his or her oriented actions, for example, as an innovative person who dares to take risks, as well as have peripheral traits characteristics as an organizer, supporter, and communicator (Shepherd & Haynie, 2009). Founders with an entrepreneurial identity are often more committed, patient, and diligent in doing the work in their roles. They never thought they would stop or give up for anything (Gimeno, Folta, Cooper, & Woo, 1997). Moreover, the founders with a high entrepreneurial identity are those who have a clear view of what they want. They always see what needs to be done and can build teams as well as plan and organize their implementation in a more sophisticated way as the venture develops (Hoang & Gimeno, 2010).

While other studies have found a relationship between entrepreneurial identity and entrepreneurial passion (e.g., Murnieks, Mosakowski, & Cardon, 2011; Murnieks et al., 2014), as well as a relationship between entrepreneurial passion and entrepreneurship intention (Fellnhöfer, 2017; Huyghe, Knockaert, & Obschonka, 2016), but so far we know very little of the combination of these two factors when they affect entrepreneurship intention. Moreover, entrepreneurial passion as a potential mediating role in the relationship between entrepreneurial identity and entrepreneurship intention has not been examined in previous studies. Therefore, the first purpose of the study is to examine the mediating role of entrepreneurial passion in the relationship between entrepreneurial identity and entrepreneurship intention. If such a mediating role is found, this provides an important explanation for why entrepreneurial identity has such a strong influence on entrepreneurship intention.

Also, researchers have shown that people often learn and act by observing other people’s behavior (Bandura & Walters, 1977). An individual’s entrepreneurial decisions can be influenced by the opinions and behaviors conveyed by others (Ajzen, 1991). A person’s career ambitions can be significantly stimulated if they have a role model. Between 35% and 70% of entrepreneurs were affected by entrepreneurial role models (Scherer, Adams, Carley, & Wiebe, 1989). Once successful role models are identified, individuals can be inspired to pursue and run their business or similar ventures successfully (Karimi, Biemans, Lans, Chizari, & Mulder, 2014).

However, Bosma, Hessels, Schutjens, Van Praag, and Verheul (2012) noted that research on the specific characteristics and importance of entrepreneurial role models is relatively scarce. Therefore, the second purpose of this study is to examine the impact of entrepreneurial role models on entrepreneurship intention. Moreover, previous studies have discovered the passion and its positive effect on business growth (Baum & Locke, 2004). We want to explore whether entrepreneurial role models impart entrepreneurial passion for individuals to shape entrepreneurial intentions. Therefore, our third goal is to test the mediating role of entrepreneurial passion in the

relationship between role model and entrepreneurship intention.

By addressing the three research goals mentioned above, we seek to contribute to the literature in many ways. First, the study provides new insights into the entrepreneurial passion's premise. Secondly, the study also contributes to documents on entrepreneurial identity. Specifically, (1) we propose that the relationship between entrepreneurial identity and entrepreneurship intention can be mediated by entrepreneurial passion, this would suggest that at least one of the reasons entrepreneurial identity has such a strong impact on entrepreneurship intention is because entrepreneurial identity makes people with entrepreneurial qualities more passionate to pursue their business. (2) Similarly, we propose that the relationship between entrepreneurial role model and entrepreneurship intention may also be mediated by entrepreneurial passion, whereby the relationship that was previously established between the entrepreneurial role model and the entrepreneurship intention may lose or diminish its significance when putting passion into the model. If this intermediate role is supported, it will show that at least one of the reasons why role models have a strong influence on entrepreneurship intention is because the role model has transmitted positive energy and inspiration to boost the entrepreneurial passion to increase the entrepreneurship intention for those who are exposed to them.

Additionally, testing the mediation of entrepreneurial passion in forming entrepreneurship intention has great practical significance as it can provide start-up educators awareness of distal antecedences (role model and identity) and proximal antecedence (entrepreneurial passion) that helps boost entrepreneurship intention for students. When fully equipped with the knowledge of entrepreneurship, there is no doubt that the interest of students in starting a business will increase, thus creating a career mindset and arousing students' desire to do business.

This paper is organized as followed. First, we begin by reviewing literature about individuals' passion in all three roles: the passion for inventing, passion for founding, and passion for developing. Next, we study the theory of identity and role models. We then discuss the potential impact, both direct and indirect, of these factors on entrepreneurship intention, through entrepreneurial passion. Then, we integrate these concepts into a comprehensive model of entrepreneurship intention. Finally, we present the research methodology, research results, and give a discussion about our findings.

2. Theoretical background and hypothesis development

2.1. Entrepreneurial intention

The intention is representative of the perceived perspective of the willingness to perform a behavior. The intention to start a business is the premise for actual start-up behavior, appearing before an activity, and promoting the consideration of another person involved in forming a business (Bird, 1988, 1989). Entrepreneurial intention is important in the choice of starting a new company or creating new value in an existing company (Bird, 1988; Lee & Wong, 2004).

The entrepreneurial intention can be defined as an individual's intention to start a business (Souitaris, Zerbinati, & Al-Laham, 2007); it is a process that guides the planning and implementation of a business creation plan (Gupta & Bhawe, 2007). An individual's entrepreneurial intention stems from the fact that they recognize the opportunity, take advantage of the available resources, and support the environment to create their own business (Kuckertz & Wagner, 2010).

Before deciding to set up a business, an individual had to think about, love, and intend to start a business, from which they could find opportunities, seek finance and partners. Business intention is one of the main characteristics that lead to the success of entrepreneurs, thanks to its dominant driving factors (Ajzen, 1991).

When there is a strong intention, an individual will always strive to start a new business, even though starting a business can be fast or slow due to the conditions of the surrounding environment. Intending to start a business could predict future business start-up behaviors accurately. Therefore, the entrepreneurial intention can reflect business behavior (Bird, 1988; Kruger, 2004). The entrepreneurial intention can be used to clarify why students decide to do business (Ariff, Husna, Bidin, Sharif, & Ahmad, 2010).

2.2. Role model and entrepreneurial intention

Role models are those considered by other people, especially young people as models and idols to imitate. A model is a good example that encourages others to make career choices or pursue certain goals (Shapiro, Haseltine, & Rowe, 1978). The role model in the field of entrepreneurship research is the business owners who are known by individuals, and their behavior is imitated by others (Laviolette, Lefebvre, & Brunel, 2012). Therefore, role models play an important role in orienting an individual's career, especially starting a business (Fellnhöfer, 2017).

In the process of starting a business, an individual is influenced by many factors such as psychology, environment, society, and especially an example of successful entrepreneurs. This role model will direct awareness and impact on the entrepreneurial intentions of individuals because these individuals also want to be successful like the role models (Baughn, Cao, Le, Lim, & Neupert, 2006). According to Bandura's theory of social awareness (1986), the human is often attracted to the people they consider idols; if individuals know, hear or observe about successful business owners, they will be attracted, excited and expected to be like business owners they know. The research of Hoang and Antoncic (2003) shows that entrepreneurs are closely connected with social networks. An individual's social community platform strongly influences that individual's ability to be self-employed. When there is awareness of other entrepreneurs, individuals' business ambitions are increased (Davidsson & Wiklund, 1997).

In the entrepreneurial career priority model, two factors lead to self-awareness as an entrepreneur, which is the role model of parents and experience. Students whose parents are business owners often have a high priority for later being owners of a business rather than being a member of an organization whether it is large or small (Scott & Twomey, 1988). An interesting study by Baucus and Human (1995) on the start of a private business for retirees has confirmed that three main factors positively influence the start-up process, including network, their points of departure, and previous work experience. The second factor - the point of departure - assumes that there are two reasons for this: either owning a business or having an entrepreneurial role model. The research by BarNir, Watson, and Hutchins (2011) on the relationship between the role models, their effectiveness, the career intentions of entrepreneurs and gender, that the exposure to the role models of entrepreneurs will have a positive impact on intention to start a business. There are two reasons to explain this. First, role models establish a standard context that entrepreneurship is legal and acceptable. Secondly, when there is a role model, information on entrepreneurship can be sought more easily, and individuals can learn from these role models. Research by Scherer et al. (1989) on the relationship of the entrepreneurial role model and the successful performance of that

role model has concluded that the performance of role models is not as important as the existence of the role model itself. Scherer's studies have strengthened the debate that role models affect the intention to start a business. Therefore, we propose the following hypothesis:

H1. Entrepreneurial role models (RoMo) have a positive impact on entrepreneurial intention (INT)

2.3. Entrepreneurial passion

Passion can be defined as a penchant or desire to do something that people like to do or think which is important to do by its attractiveness and appeal (Vallerand et al., 2003). Based on the concept of passion of Vallerand et al. (2003) as well as the relationship of passion in the entrepreneurial spirit of previous studies, Cardon et al. (2009) provide a clear definition of the passion of entrepreneurs who can identify and exploit opportunities rather than accepting just being a member of a certain group (Baron, 2008). Cardon et al. (2009) defined a passion for entrepreneurship as positive and strong emotions that can be approached consciously, involving meaningful business activities based on both the identity and the emotional components of passion that is consistent with the self-identify of the entrepreneur. Entrepreneurs with passion often love their work in the most honest way, endeavor to develop the skills needed for the activities they enjoy and, importantly, they have the motivation to work (Baum & Locke, 2004). This positive motivation creates additional energy that enables the pursuit of challenging goals (Smilor, 1997).

The study of Cardon et al. (2009) on entrepreneurial passion shows that there is a difference between passionate entrepreneurs. Specifically, three outstanding entrepreneurial identities represent the behavior of passionate entrepreneurs: inventor identity, founder identity, and developer identity (Cardon et al., 2009). (1) Passionate entrepreneurs with the identity of inventors direct entrepreneurial passion for identifying, inventing, and exploring new business opportunities. They will participate in activities related to finding new ideas, developing new products to create business models. (2) Passionate entrepreneurs with the identity of founders are those who are passionate about the activities involved in establishing a business to exploit opportunities. These people will be very persistent and creative in finding resources to allow them to create projects they love. (3) Passionate entrepreneurs with the identity of developers are those who are passionate about nurturing, developing, and expanding the joint venture once it is created. Entrepreneurs who are passionate about growth and development will persistently participate in financial growth activities or market development-related activities such as finding distribution channels, selling, or marketing products and services.

2.4. The mediating effect of entrepreneurial passion on the relationship between role model and entrepreneurial intention

The role model, in addition to inspiration, also plays an important role in helping individuals learn to identify themselves (Bandura, 1987). The role of good entrepreneurship mirrors is very important in strengthening the ability to start a business because people often learn through imitation and observing good people in the field they want to be good at. When they know business owners, they have the opportunity and ability to develop their skills and knowledge thanks to learning their skills and working ways.

According to Chaston and Scott (2012), individuals from business families tend to do business more than others. The existence of a member who is an entrepreneur in a family increases the desire to become an entrepreneur, and that member acts as a role model (Pruett, Shinnar,

Toney, Llopis, & Fox, 2009). Knowing a lot of business owners helps individuals become more confident because entrepreneurial models can provide support and advice to entrepreneurs as well as create social capital and are a solid basis for business consultations. The entrepreneurial model is also very important in helping to discover and exploit business opportunities in the first phase of the start-up process. An individual's perception of his or her ability can be enhanced by knowing or observing the model of the business owner. The role model has the effect of strengthening the individual's beliefs about his or her ability to perform similar behaviors (Laviolette et al., 2012).

Some theories are used to explain role models. (1) Motivational theory suggests that a role model acts as a behavioral model, which can represent the ability to inspire and provide motivation to aspire to greater achievements (Morgenroth, Ryan, & Peters, 2015). (2) Social learning theory affirms that people learn by observing the behavior and attitudes of others (Bandura & Walters, 1977). (3) Identification theory concludes that individuals are attracted to each other based on some cognitive similarities, so role models can help individuals develop their concepts. Role models can be celebrities, families, colleagues, or experts in specific areas. A role model is a person who expresses a passion for their work and can inspire and increase the passion for fulfilling a career aspiration for others (McCullough, 2013).

According to our argument, we find that if individuals want to arouse passion for establishing a business, they should interact more with role models who share a passion for entrepreneurship. These role models will encourage, motivate, and inspire, as well as pass the passion for forming a start-up intention. Stories about entrepreneurs of the role model provide new insights about motivation to promote entrepreneurship through their entrepreneurial passion (Chen, Yao, & Kotha, 2009). Research by Feltnhofer (2017) on the power of passion in entrepreneurship education also supports this view; the research results suggest that the impact of passion will be stronger after observing the startup story of role models.

The research on the role of passion for work in the formation of entrepreneurial intentions by De Clercq, Honig, and Martin (2013) said that an individual's passion for work could motivate his or her career development motivation to form business intentions. Entrepreneurs with a high passion for work often work harder. They constantly apply and expand their knowledge as well as learn and explore new opportunities so that they can be more successful. Nasiru, Keat, and Bhatti (2014) studied the relationship between two aspects of business passion including passion for invention and passion for founding to start a business, the research results have concluded that there is a significant relationship between passion for founding and entrepreneurship intention (Nasiru et al., 2014).

Passion affects human behavior (Cardon et al., 2009; Murnieks et al., 2011). The intention to start a business precedes business behavior or entrepreneurship (Ajzen, 1991; Kolvereid, 1996). The idea of starting a business is a phenomenon that occurred right from the beginning of the start-up and planning phase (Chen, Yao, & Kotha, 2009). We assume that the influence of passion in all three inventors, founder and developer roles facilitates the entrepreneurship intention. We believe that all of these three roles of passion are more likely to be experienced and nurtured before the real business is done.

Based on the above theoretical developments, we recommend the following:

H2a: The relationship between role model (RoMo) and entrepreneurial intention (INT) is

mediated by the entrepreneurial passion for inventing (PassIn)

H2b: The relationship between role model (RoMo) and entrepreneurial intention (INT) is mediated by the entrepreneurial passion for founding (PassFo)

H2c: The relationship between role model (RoMo) and entrepreneurial intention (INT) is mediated by the entrepreneurial passion for developing (PassDe)

2.5. The mediating effect of entrepreneurial passion on the relationship between entrepreneurial identity and entrepreneurial intention

Identity refers to the self in each person, the way you think about yourself, the way you are perceived by the world, and the characteristics that define you (Gecas, 1982). Identity is frequently thought to be used to answer the question of who I am (Stryker & Burke, 2000).

Because individuals in society often engage in many different relationships, previous studies have shown that there are many identities in an individual (Pratt & Foreman, 2000; Shepherd & Haynie, 2009) as personal identities, role identities and social identity (Ashforth et al., 2008; Brickson, 2000; Postmes & Jetten, 2006). Personal identity refers to the self that individuals perceive based on their special perceptions (Brickson, 2000). Role identity refers to the self that individuals perceive based on a certain role of them in a particular context (Ashforth et al., 2008; Brickson, 2000). Social identity refers to the self that individuals feel when connected with a certain social organization, unit, or group (Ashforth et al., 2008).

Other studies argue that the identities of individuals can be divided into two different hierarchies: salience and centrality/prominence (McCall & Simmons, 1966; Stryker & Serpe, 1994). (1) Identity salience is defined as the ability that a person will perform with a specific identity through a given situation. Salience identity is seen as an index of behavior and shows the agent perspective of identity in social action. If the commitment to an identity is great, the salience of identity will be great (Stryker & Serpe, 1994). (2) Identity centrality is based on the importance of self-conceptual components such as identity to individuals. The central identity represents the wishes and values of individuals and how they want others to rate them. For the concept of self, whichever is more important, the centrality of that identity is greater (McCall & Simmons, 1978). The difference between salience and centrality manifests itself in the fact that salience is based on probable behavior, whereas centrality is based on the importance of the interior of an identity. Centrality refers to the importance that individual places on a central identity compared to other identities, while salience refers to the willingness to make a central identity. Centrality requires individuals to attribute personal importance to identity, while salinity only refers to the willingness to issue. As such, centrality requires personal conscious reflection while salience does not. Salience simply cares about behavior without regard to whether or not a conscious thought relates to identity before committing acts (Stryker & Serpe, 1994).

Entrepreneurial identity is a cognitive schema of interpreting and regulating the behaviors and meanings associated with an entrepreneur (Hoang & Gimeno, 2010; Murnieks & Mosakowski, 2006). Individuals learn the meaning of an entrepreneur by looking at how society sees this role. When an understanding of the entrepreneurial role is formed, that individual will incorporate it into his or her cognitive schema, from which the entrepreneur identity is formed (Cast, 2004; Stryker & Serpe, 1982). Once the entrepreneur identity is formed, individuals are strongly motivated to act in a way that fits those identities (Burke & Reitzes, 1981; McCall & Simmons, 1966). Entrepreneurial identity may be characterized by specific business actions such as inventing new products or establishing and developing new companies (Cardon et al., 2009).

In psychology and sociology, self-identity is considered an important factor of intention

and behavior (Sparks & Shepherd, 1992). Ajzen (1991), and Akerlof and Kranton (2000) argue that individual behavior tends to be influenced by identity. The identity reflects a person's level of awareness of his or her role as an entrepreneur, and through which the standard of action in his or her business will be established (Murnieks et al., 2012).

Entrepreneurial passion can be consciously approached, which are strong positive emotions when engaged in meaningful business activities and associated with the individual identity (Cardon et al., 2009) therefore, if a person feels that the role of an entrepreneur is most important to him or her, then that person will concentrate all his or her efforts to try to get it (Farmer, Yao, & Kung-Mcintyre, 2011). Individuals with a high central identity for a specific role are more likely to feel passionate about activities corresponding to this role. Hence, an individual's entrepreneurial identity will make him, or her express a passion for business more during the start-up process (Lu, Shan, & Chen, 2016).

Based on the above theories regarding the possible relationship between (1) identity and entrepreneurial passion, and (2) entrepreneurial passion and entrepreneurial **intention**, we propose the following:

H3a: The relationship between entrepreneurial identity centrality (IC) and entrepreneurial intention (INT) is mediated by the entrepreneurial passion for inventing (PassIn)

H3b: The relationship between entrepreneurial identity centrality (IC) and entrepreneurial intention (INT) is mediated by the entrepreneurial passion for founding (PassFo)

H3c: The relationship between entrepreneurial identity centrality (IC) and entrepreneurial intention (INT) is mediated by the entrepreneurial passion for developing (PassDe)

3. Methods

3.1. Sampling

This study aimed to investigate the entrepreneurial intention of Vietnamese citizens. Therefore, young people who live in the big city was the research objects from July to August 2019. Cross sessional method is used for this study. Therefore, data is surveyed in a single time collected from a population. 531 questionnaires are distributed to young people who are studying and working in Ho Chi Minh City, who has the intention to start-up their own business. The survey was delivered to the respondents by an online survey link and face to face interview. During the survey's period, we tried to explain the full purpose of this research again because we aimed to used undisguised communication. 83.1% number of respondents (441 respondents) sent feedback with completed and qualified answers.

3.2. Measurement

The research model comprised of four main constructs (1) Entrepreneurial identity centrality, (2) Role Model, (3) Entrepreneurial Passion, and (4) Entrepreneurial Intention. There are three sub-constructs for Entrepreneurial Passion, which are Entrepreneurial Passion for Inventing, Entrepreneurial Passion for Founding, and Entrepreneurial Passion for Developing. The measurement scales of Entrepreneurial Intention construct were adopted from Gartner, Bird, and Starr (1992) which included six items. Entrepreneurial Passion with three sub-constructs was adopted from Cardon, Gregoire, Stevens, and Patel (2013). There were five items used to measured Entrepreneurial Passion for Inventing, four items used to measure for Entrepreneurial Passion for

Founding, and four items used to measure for Entrepreneurial Passion for Developing. Entrepreneurial Identity Centrality measurements were adopted from Murnieks et al. (2014) which was rooted in Cellaro (1985). This construct included 5 items that were adjusted from Identity measurement scales in blood donation context to entrepreneurial identity context. Role Model construct was adopted from Van Auken, Fry, and Stephens (2006). All the items were designed to measure the respondents' opinions with a 5-point-Likert scale (1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree). We used SmartPLS 3.0 to analyze the data. Partial Least Square Structural Equation Modeling (PLS-SEM) was employed to test the hypotheses in the research model.

4. Findings

4.1. Respondent profile

The sample size was collected from respondents who mainly live in Ho Chi Minh City. There are 69.2% officers, 14.7% of students, and the rest of them are households. Their salary income mainly from 225 USD to 455 USD monthly which contained 46.7% in the total number respondents, 30.6 % of respondents earned 456 USD to 909 USD monthly, 16.6% earned less than 225 USD monthly, and the rest of number respondents (6.1%) earned more than 909 USD monthly. There are 72% of respondents graduated from University, 15% number of respondents studying a bachelor's degree, 9.3% of respondents studying master's degree, and 3.2% of respondents graduated master's degree. 75.7% who want to start-up in this sample have not got marriage yet.

4.2. Measurement model assessing: convergent validity, discriminant validity, and composite reliability

PLS-SEM showed that excepting five indicators from PassDe, IC and RoMo were ranged from 0.628 to 0.665, the rest all factor loading of all reflective indicators which were ranged from 0.7 to 0.848 satisfied the cut-off point 0.708 (Hair, Risher, Sarstedt, & Ringle, 2019). The internal consistency reliability was checked next. Composite reliability of IC and RoMo was greater than 0.6, which was in the acceptable range for exploratory research. The rest of the construct reliability were ranged from 0.744 to 0.872, which were satisfactory good (Hair et al., 2019). Convergent validity was also tested with all AVE of all constructs that were greater than 0.5 (ranged from 0.593 to 0.631) indicating that the construct explained at least 59.3% of the variance of their items. This study used the traditional metric to test the discriminant validity recommended by Fornel and Lacker (1981) for all constructs. The result showed that the AVE of each construct ranged from 0.593 to 0.631, which were greater than square internal-construct correlation (ranged from 0.39 to 0.592). Moreover, following the recommendation of Henseler, Ringle, and Sarstedt (2015), the Heterotrait-monotrait (HTMT) ratio was used to check discriminant validity, this method was also recommended by Voorhees, Brady, Calantone, and Ramirez (2016). HTMT ratio is range from 0.291 to 0.784 indicated good discriminant validity.

4.2.1. Multicollinearity checking and assessing structural models

VIF indexes were ranged from 1.186 to 2.589, which indicated there was no collinearity in the data and powered that this result was not biased regression result (Hair et al., 2019). The coefficient of determination (R^2) was ranged from 0.167 to 0.651 in which INT variable had the highest value (0.651) indicating the greatest exploratory power in the model. SRMR was 0.032; Chi-square was 184.843, and NFI was 0.938, indicating a good fit for the overall model (Hair et al., 2019).

4.2.2. Structural model result

PLS-SEM results showed in Figure 8 that Entrepreneurial Identity Centrality has positively impact on PassDe ($\beta = 0.199$, $p < 0.001$), PassIn ($\beta = 0.219$, $p < 0.001$), and PassFo ($\beta = 0.036$, $p < 0.001$). While, Role Model has significant impact to PassDe ($\beta = 0.196$, $p < 0.001$), PassIn ($\beta = 0.145$, $p < 0.005$), and PassFo ($\beta = 0.163$, $p < 0.01$). Moreover, PassDe, PassIn, PassFo has positively impact on Entrepreneurial Intention respectively ($\beta = 0.132$, $p < 0.001$), PassIn ($\beta = 0.131$, $p < 0.001$), and PassFo ($\beta = 0.572$, $p < 0.001$).

4.2.3. Mediation paths possibility checking

This research applied the mediating effect checking using causal steps strategy recommended by Baron and Kenny (1986) and Hazen, Overstreet, and Boone (2015) which included 4 main steps: (1) check the significant path between the independent variable (IV) and dependent variable (DV); (2) check the significant path between mediator and DV; (3) check the if the coefficient of direct paths between IV and DV is weaker than mediation coefficient then the mediation effect (partial/full) is evident; (4) Mediating model power should be explained.

Table 1

Mediating effect checking using causal steps strategy recommended by Baron and Kenny (1986) and Hazen et al. (2015)

Causal steps strategy	IV	Mediator	DV	Std. β	Path	Mediation of PASSION
1	IC	No	INT	0.394***	Figure 1	Possible
1	RoMo	No	INT	0.303***	Figure 2	Possible
2	IC	No	PASSION PassIn PassFo PassDe	0.248*** 0.396*** 0.238***	Figure 3	Possible
2	RoMo	No	PASSION PassIn PassFo PassDe	0.190*** 0.235*** 0.239***	Figure 4	Possible
3	PASSION PassIn PassFo PassDe	No	INT	0.137** 0.542** 0.147***	Figure 5	Possible
4	IC	PASSION	INT	See Figure 6	Figure 6	Partial Mediation
4	RoMo	PASSION	INT	See Figure 7	Figure 7	Partial Mediation

IV: independent variable

DV: dependent variable

Source: Data analysis result of the research

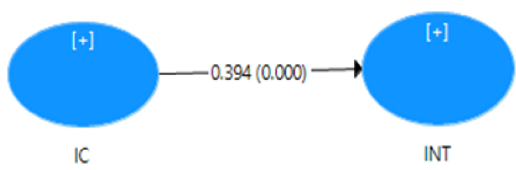


Figure 1. Step 1: The path IC and INT

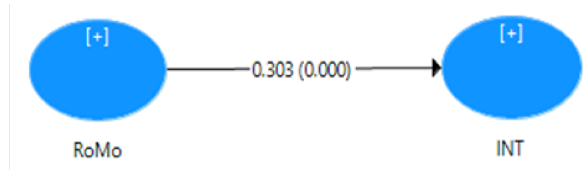


Figure 2. Step 1: The path RoMo and INT

Table 1 and the figures from 1 to 7 showed step by step the mediating effect checking. The results from Table 1 showed all direct paths: IC to INT and RoMo in INT; the direct paths between moderator PASSION (included PassIn, PassFo, and PassDe) and DV (INT), and direct paths between IV (IC and RoMo) and moderator PASSION are all significant. Therefore, this result provided the mediating possibility of PASSION toward pair relationships between IC, RoMo, and INT Hazen et al. (2015).

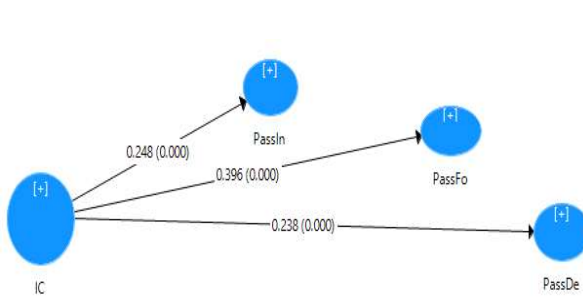


Figure 3. Step 2: The path IC and PASSION

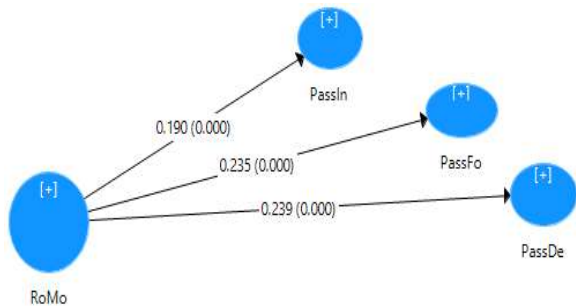


Figure 4. Step 2: The path RoMo and PASSION

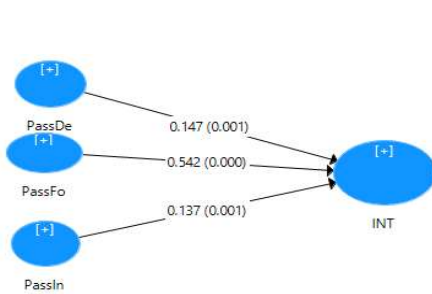


Figure 5. Step 3: The path PASSION and INT

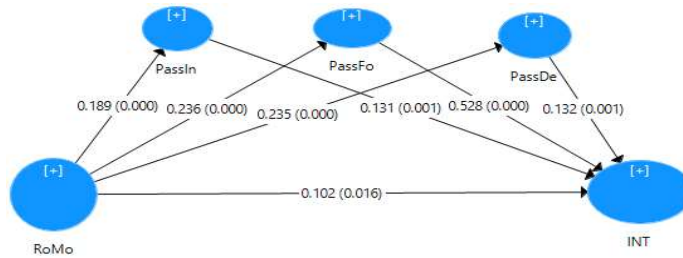


Figure 6. Step 4: Mediation path of PASSION toward RoMo and INT

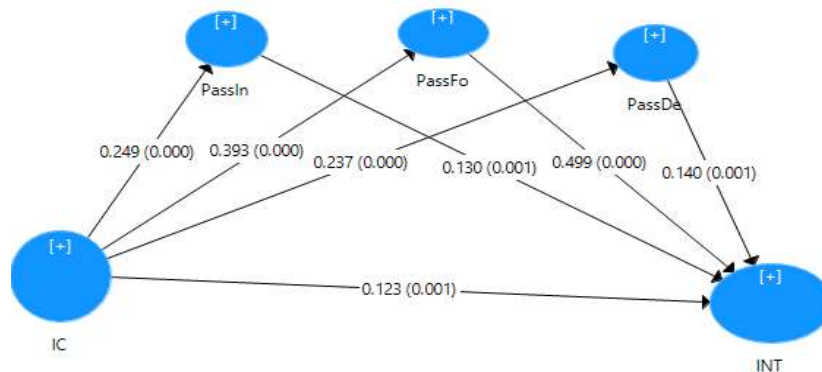


Figure 7. Step 4: Mediation path of PASSION toward IC and INT

Mediating effect result for full model testing: After checking the mediating possibility, the mediating effect for the full model was tested. Table 2 showed all the hypotheses of the

mediating effect are supported. The partial mediating effect coefficient is range from 0.016 to 0.19 at a significant level of 95%. Figures 6 and 7 showed that the significant coefficient of relationship between RoMo and INT (0.102) and the relationship between IC and INT (0.123) in the full model is weaker than the other constructs indicating that the partial mediation is evident.

Table 2

Mediating effect result from the full model

Hypotheses		Mediating Effect	
Role model and entrepreneurial intention is mediated by entrepreneurial passion for inventing	H2a	0.019 P=0.05	Supported
Role model and entrepreneurial intention is mediated by entrepreneurial passion for founding	H2b	0.086 P=0.003	Supported
Role model and entrepreneurial intention is mediated by the entrepreneurial passion for developing	H2c	0.026 P=0.01	Supported
<i>Total meditating effect Role model on entrepreneurial intention via entrepreneurial passion</i>		0.245 P=0.000	Supported
Entrepreneurial identity centrality and entrepreneurial intention is mediated by entrepreneurial passion for inventing	H3a	0.029 P= 0.016	Supported
Entrepreneurial identity centrality and entrepreneurial intention is mediated by entrepreneurial passion for founding	H3b	0.19 P=0.000	Supported
Entrepreneurial identity centrality and entrepreneurial intention is mediated by entrepreneurial passion for developing	H3c	0.026 P=0.03	Supported
<i>Total meditating effect Entrepreneurial identity centrality on entrepreneurial intention via entrepreneurial passion</i>		0.131 P=001	Supported

Source: Data analysis result of the research

The total mediating effect from Table 2 indicated that the relationship between the relationship of Entrepreneurial identity centrality and entrepreneurial **intention** is significantly mediated by three sub-constructs of PASSION (included PassIn, PassFo, and PassDe). In the same line, Role model and entrepreneurial **intention** are significantly mediated by three sub-constructs of PASSION (included PassIn, PassFo, and PassDe) summarily. However, the affection of the former is stronger than the later with a significant coefficient (0.245) while the significant coefficient of the later is 0.131.

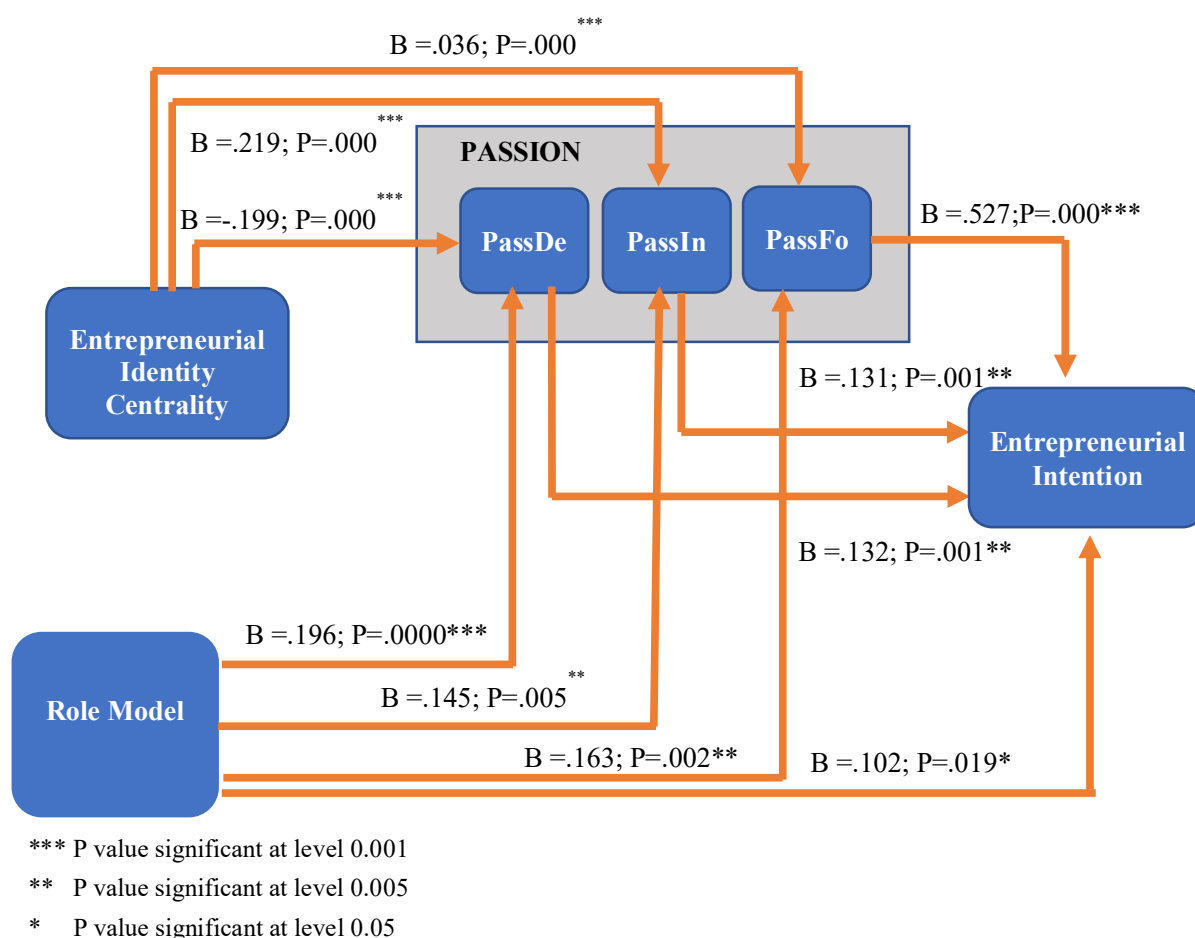


Figure 8. Research Model

5. Discussion and conclusion

The results indicated that the model of entrepreneurial intention was fit. It means that passion was the key element affected by the entrepreneurship intention was examined by academic and non-academic. This research finding supported the results from Cardon et al. (2009) and Anjum et al. (2018) as passion is a motivation element to human being's behavior. The main result of this study once again confirmed the mediating role of the passion between identity centrality and entrepreneurship intention in Vietnam context. This finding was fit with Murnieks et al. (2014) and Mageau et al. (2009) research which was found the framework of musician's passion and person identification had a significant correlation between them. They showed the results that identity centrality drives the motivation to the entrepreneurship activities, and those factors were also indeed linked together. Overall, this study makes an important implement to the theory of entrepreneurship passion of Cardon et al. (2009). Although there were several studies tested the relation between passion and intention did not affect directly, as the results of Baum and Locke (2004), our research proved the linkage between them was exists and strong effect.

This paper also was aimed to suggest the role model factor that has a crucial role to effect to entrepreneurship intention with the mediation effect of passion. It means entrepreneurial intention was affected by extraneous actors, particularly successful people in the business. It also proved the belief of people related to social life and the clue of the other outstanding result. Obschonka et al. (2018) found that the mediation role of entrepreneurship in the relationship

between personality and entrepreneurship intention, and it was fitted with the result of this study. Passion was the most important actor inside the human being because it could drive people to different activities and change their behavior.

In our research, the role model also had a direct effect on entrepreneurship intention, but with the mediation of passion make the augment impact. It was emphasized the role of the passion of people. On explanation is that inside of human being always contains the power and motivation to achieve the objective, all they need are the portrait of the ideal person and follow their intellectuality, acts and proceeds to become the similarity. Thus, the role model is more likely to inspire others with high passion.

There were many studies mentioned the relationship between the identity centrality, role model, passion and, entrepreneurship but this study approached differently while using passion as the mediator for two factors identity centrality, a role model to intention. Within the framework of our study, we found the different impact from a role model and identity centrality of the people in terms of entrepreneurship to the intended behavior. It showed the reality in the Vietnam context as if we want to push the entrepreneur, we not only engage them by their inside personality as identity centrality but also the motivation by the ambiance of them, particularly the role model of a successful entrepreneur. Furthermore, the research framework referred to an individual who acting in an entrepreneurial role could tend to self-identify as their role model characteristic and the same business operation.

5.1. Theoretical and practical implications

This research contains both theoretical and practical contributions. It is emphasized the greater role of passion in the antecedents of entrepreneur behavior. It supports the theory of entrepreneurship passion that passion influences the relationship between identity centrality, role model, and intention. Furthermore, the research contributes to the Vietnam knowledge that young Vietnamese now has more intention in entrepreneurship and learn from the famous people their success story to limit the risk.

The practical implications of this study supported to the institute of entrepreneurship training must focus on creating their motivation from inside their personality is not enough. The outside effect likes the role model from family, social life, business, or the teacher is very important to increase the passion inside them and turn to the behavioral intention.

5.2. Future research and limitation

The number of samples is the most limitation of this study, with a huge sample size could have more accurately predicted the behavior of diverse backgrounds in age, sex, occupy. In addition, this study is used the cross-sectional to test the hypothesis; it makes the results difficult to demonstrate the causality between the variables. If this research was applied experimental or fully longitudinal method, it would be clearer in the antecedents of entrepreneurs' intention behavior. Thus, future research would design the other design. In the end, it is suggested that the role of passion should be the moderate effect between role model, identity centrality, and entrepreneurship intention.

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