

# Rural Tourism Entrepreneurship: An Entrepreneurs Perspective

Kartikeya Raina<sup>1</sup>, Dr. Navneet Rawat<sup>2</sup>, Anuj<sup>3</sup>

<sup>1</sup>Research Scholar, Department of Management Studies Graphic Era (Deemed to be University), Dehradun. UK, India.

<sup>2</sup>Professor, Department of Management Studies Graphic Era (Deemed to be University), Dehradun. UK, India.

<sup>3</sup>Assistant Professor, School of Management Graphic Era Hill University, Dehradun. UK, India.

## Abstract

The promotion of entrepreneurship is helpful in creating healthy economic-social order, growth of the national gross domestic product, strengthening the domestic market, improves producer development initiatives, and supports the supply chain. Present study is proposed to diagnose tourism entrepreneurship in rural Uttarakhand. Also to analyze the role of social support, entrepreneurial intention, and satisfaction of rural entrepreneurs that determine the adoption of rural tourism. The Result of the study indicated a strong association among social support, entrepreneurial intention, and satisfaction of rural entrepreneurs.

**Keywords:** Social Support, Entrepreneurial Intention, Satisfaction of Rural Entrepreneur, Tourism, Uttarakhand.

## I Introduction

Entrepreneurship is important to economic development, and the benefits to society and the economy are huge as it brings innovation, provides new job opportunities, increases competitiveness, grows productivity across organizations, and helps grow the global economy. Entrepreneurship has the capacity to generate value within each of the three dimensions (social, economic, and environmental) of sustainability, while at the same time boosting competition by innovative technologies, services, and business models. The promotion of entrepreneurship is helpful in creating healthy economic-social order, growth of the national gross domestic product, strengthening the domestic market, improves producer development initiatives, and supports the supply chain. Entrepreneurial ideas are mechanisms that bind the

entrepreneurial individual, organizations, and the state, rendering entrepreneurship a social and economic phenomenon that is very complex; hence, entrepreneurs are agents of change and innovation, either through producing actions individually or as part of a society with or without a system.

Rural tourism promotes comprehensive development for communities and mitigates poverty and inequalities, prevents migration of residents, promotes fair distribution of income and contributes to the conservation of the environment. This tourism modality is developed dynamically with the principles that the Constitution determines in the rights for peoples and nationalities, that is, socially supportive, environmentally responsible, economically viable and culturally enriching, therefore, it constitutes an efficient alternative to generate sources of work.

In recent years, rural residents have been particularly involved in income-generating

practices, self-employment and entrepreneurship. Although research into the reasons why individual start-up firms have been scarce, a variety of studies have explored the reasons why men start businesses during the past 20 years (Wang, et al., 2019). Researchers have generally found that an individual starts his or her business primarily as a result of variables such as the ability to work independently, to have greater control over his or her job, and to earn more cash (Covin JG and Lumpkin GT (2011). There is less control from such variables as insufficient prospects for promotion, workplace dissatisfaction and the prevention of an unfair supervisor or dangerous working environments. Rural entrepreneurs were not discussed individually in any of these surveys, nor did they represent more than 10% of the study. Faced with this problem, the present study is proposed to diagnose tourism entrepreneurship in rural Uttarakhand. Also to analyze the role of social support, entrepreneurial intention and satisfaction of rural entrepreneurs that determine the adoption of rural tourism.

## **2 Conceptual Frame Work and Hypothesis Development**

Entrepreneurship is a term widely used lately in all latitudes; it has always been present throughout the history of humanity and has taken center stage. In recent decades, this concept has taken on great relevance, by becoming an alternative to overcome the constant and growing economic problems of nations. The world has perceived that entrepreneurship is one of the best ways to grow economically as a person, as an organization and, in a broader sense, as a country, so much so that governments have implemented programs and projects to promote and support this development path.

### **2.1 Rural tourism and entrepreneurship**

Until now there is no generalized definition of rural tourism. Some authors mix concepts such as rural tourism, cultural tourism, or ecotourism; However, to support the

research, we refer to the proposal of Wang, S., Hung, K., & Huang, W. J. (2019) Who notes that when rural culture is a key component of the commodity sold, the word rural tourism is used. In this sense, micro-business activities must offer tourists different alternatives to the traditional ones, either with the organization of walking routes (horse, bicycle, boat, SUV, etc.), available in all companies that offer nature activities. These initiatives participate in the main motivation of leisure tourism (tourism in nature): the realization of recreational and entertainment activities in nature without degrading it.

On the other hand, the almost exclusive availability of certain natural resources (some animal and plant species) has favored specialization by some of these companies in certain tourist activities linked to the observation, contemplation, enjoyment and / or knowledge of some of the elements of the natural environment, which would be included within the ecotourism modality (tourism by nature). The fundamental element of rural tourism is to put the individual in direct contact with the natural atmosphere. The drive of the tourist activity is to provide the infrastructure, the means and the facilities for its fulfillment.

### **2.2 Social Support**

Social support is the care or assistance of others that a person may experience, note, or embrace (Wang 2014). Social support is described in a broad sense as "the resources provided by another individual" (Eastin and Rose, 2005). In particular, it refers to "the experiences of an individual being cared for, responded to, and assisted by people in the social group of that individual" (Liang et al. 2011). Good social support may provide a person under stress with comfort and has a popular advantage in maintaining the good emotional experience of an entity. A vast number of researches have found that greater amounts of social care are specifically correlated to positive outcomes (Cohen et al., 2000).

### 2.3 Social Support and Rural Entrepreneur

Tasks for entrepreneurship require both risk-taking and uncertainty, as well as the processing of new information and skills. Social assistance, like combat activities, has been found to gain from associated threats and stress-prone situations (Gottman et al. 2011). The impact of social support on the growth of a business differs not only because of when it is earned but also because of the stage of life of individuals (Kautonen et al. 2017). Social support aims to aid and assist a future entrepreneur in the development or operation of a business. Social support has been broken into two main dimensions by different researchers: family support and peer support. Past research shows that social support has a positive effect on entrepreneurship, therefore, in the current study we are going to check its effects on rural entrepreneurs. The first hypothesis suggested for the analysis is:

H1: Social Support has a positive relation with Satisfaction of Rural Entrepreneur

### 2.4 Social Support and Entrepreneurial Orientation

Social support is a phenomenon widely explored and argued and described in current literature as one of the determinants of the actions of an individual. (Sahban & Ramalu, 2015). Davidson and Honig (2003) say that entrepreneurship is a social practice that needs far more regular contact with the social environment than any other activity. Entrepreneurship Orientation is seen as the status or quality of the organization, defined

in terms of several behavioral dimensions (Ireland et al., 2009). Accordingly, in addition to improving entrepreneurial intent, a socially friendly environment often paves the way for potential entrepreneurial acts in young entrepreneurs (Farooq, et al., 2017). According to Schwarz et al. (2009) study, if the social climate is not favorable and tolerant of entrepreneurial activity, people would have a low level of entrepreneurial conduct despite having a high level of entrepreneurial purpose. From the description above, the following hypothesis was developed:

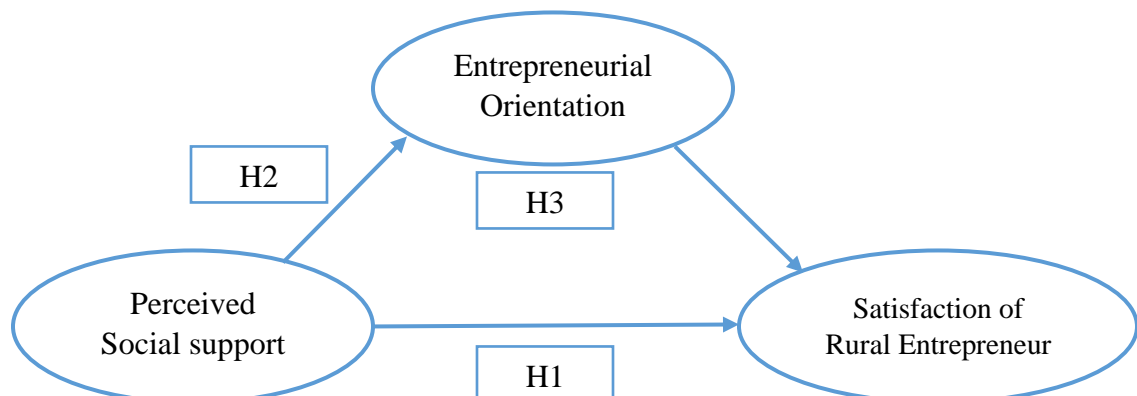
H2: Social Support has a positive and significant impact on Entrepreneurial Orientation

### 2.5 Entrepreneurial Orientation as a mediator

Entrepreneurial orientation is one of the few constructs that presents a cumulative body of knowledge in development among the different areas of entrepreneurship study (Covin and Lumpkin, 2011). Entrepreneurship is a significant factor contributing to the successful production of new goods, high financial and non-financial market performance and high social performance, according to previous studies (Cho & Lee, 2018). The goal of this study is to explore the mediating impact of entrepreneurial orientation between the social support relationship and the satisfaction of rural entrepreneurs:

H3: Entrepreneurial Orientation positively mediates the association of Social Support and Satisfaction of Rural Entrepreneur

**Figure 1: Proposed Hypothesized Model**



Source: Proposed model by author(s)

### 3 Methodology

#### 3.1 Data

Empirical data were collected at the end of 2020 through a representative survey of rural small enterprises in Uttarakhand. The sample was taken from the business record kept by the Uttarakhand Government's Department of Statistics. The business registry covers all companies (including sole proprietors) along with the firms engaging in tourism that are accountable to pay tax on products and services (GST) and/or hire one or more persons. The authentic sampling frame encompassed all small rural initiatives engaged in tourism activities (excluding agriculture) formed between the year 2000 and July 2020. A random sample of 687 businesses was selected, questionnaires were sent out by standard mail and 239 accessible answers were obtained by the deadline (response rate: 34.8 percent). Because necessity entrepreneurship is especially related to sole proprietors and, more broadly, to entrepreneurs operating very small companies, the study narrows down to micro-enterprises the reach of the review.

#### 3.2 Measure

The dependent (Satisfaction of Rural Entrepreneur) variable was measured by

adopting the three item scale established by Kautonen & Palmroos, (2010). The independent variable 'perceived social support' was measured using the 7 items scale developed by Sarason, et al, (1983). Similarly, for measuring the mediating variable (entrepreneurial orientation), the eight items scale was adopted from Covin & Wales (2012). All the items of each construct were measured using a five-point Likert scale.

### 4 Result

#### 4.1 Descriptive Analysis

The descriptive statistics for the study are presented in Table 2. The inter-correlation values of the construct are significant at the  $p < 0.001$  level. The Pearson correlation coefficient shows that Social Support has a strong positive correlation (0.478) with Satisfaction of Rural Entrepreneur, positive correlation (0.441) with Entrepreneurial Orientation. The mean value of the construct ranges from 2.745 to 3.0293 on a five-point scale. The correlation coefficients are under the threshold of 0.7; therefore, the multicollinearity is not an issue in data (Bentler & Bonett, 1980). As depicted in table 3, the factor loading of each item to their respective scale is ranging from .679 to .775.

**Table 2: Descriptive Analysis**

	Descriptive Statistics		Pearson Correlation		
	Mean	Std. Deviation	SS	EO	ES
SS	3.029	.85409	<b>0.878</b>		
EO	2.832	.84019	0.441***	<b>0.903</b>	
ES	2.744	.76848	0.478***	0.584***	<b>0.784</b>

\*\*\* denotes  $p < .001$ , Diagonal bold values represent Cronbach alpha coefficient of the constructs. Legends: SS- Social Support, EO- Entrepreneurial Orientation, ES- Satisfaction of Rural Entrepreneur.

#### 4.2 Confirmatory Factor Analysis (CFA)

##### 4.2.1 Measurement Model Fit

**Table 4: Measurement Model Fit**

Statistics	Estimation	Threshold
CMIN	178.586	--
DF	116	--
CMIN/DF	1.54	Between 1 and 3
CFI	0.967	>0.95
SRMR	0.044	<0.08
RMSEA	0.048	<0.06
PClose	0.599	>0.05

Model fit measures are presented in Table 4. CMIN/DF value is within the acceptable range i.e. below 3 as suggested by (Bentler & Bonett, 1980). The SRMR and RMSEA values should be below 0.10 to be considered as acceptable. Thus measures for the measurement model (table 4) show a good model fit and appropriate for further analysis.

### 4.3 Convergent & Discriminant Validity

Table 5 shows the values of composite reliabilities (CR) for constructs in the study.

**Table 5 Convergent & Discriminant Validity**

	CR	AVE	MSV	MaxR(H)
SS	0.878	0.546	0.228	0.880
EO	0.903	0.539	0.341	0.944
ES	0.784	0.548	0.341	0.953

Legends: SS- Social Support, EO- Entrepreneurial Orientation, ES- Satisfaction of Rural Entrepreneur, CR-Composite Reliability, AVE- Average Variance Extracted, MSV- Maximum Shared Variance The common method bias (CMB) in the present study has been tested by the 'unmeasured latent factor' method, recommended by (Podsakoff et al., 2003) and (Siemsen et al., 2010). The common latent factor (CLF) shows that regression weights are not influenced by CLF, i.e. the deltas are less than 0.200. Therefore, CMB is not a concern in the study.

The CR values for SS (.878), EO (.903), and ES (.784) show high-reliability values, therefore, prove convergent validity (Hair, et al., 2010) for the measurement model. Moreover, average variance extracted values (AVE) > 0.5 and CR values >AVE values for each of the variables. Therefore, the convergent validity conditions are satisfied, with no convergent validity issues (Hair, et al., 2010) present. AVE values are higher than 0.5 and MSV values are less than AVE values hence discriminant validity is confirmed for the present study constructs.

### 4.4 Hypothesis testing

To interpret the measures for model fit we use the criteria of minimum value of discrepancy function. The model has a higher CMIN value that suggests against the NULL hypothesis. Also, DF=116 indicates a perfect fit of the model to the population. To confirm model fit further it is needed to check the other fit measures. The value of CMIN/DF represents an adequate fit between the hypothetical model and sample data (Wheaton et al., 1977); CFI = 0.967 and RMSEA = 0.048 shows a very good fit (Hair, et al., 2010). Hence, it can be concluded that the path model satisfies the standards for model fit analysis (Table 6).

**Table 7: Path Analysis of structural model**

Path	Indirect Effect	Direct Effect	Total Effect	Conclusion
SS→ES	NA	.476***	.476***	Hypothesis 1 accepted
SS→EO	NA	.441***	.441***	Hypothesis 2 accepted
SS→ES	0.205***	.274***	.479***	Hypothesis 3 accepted, Partial Mediation

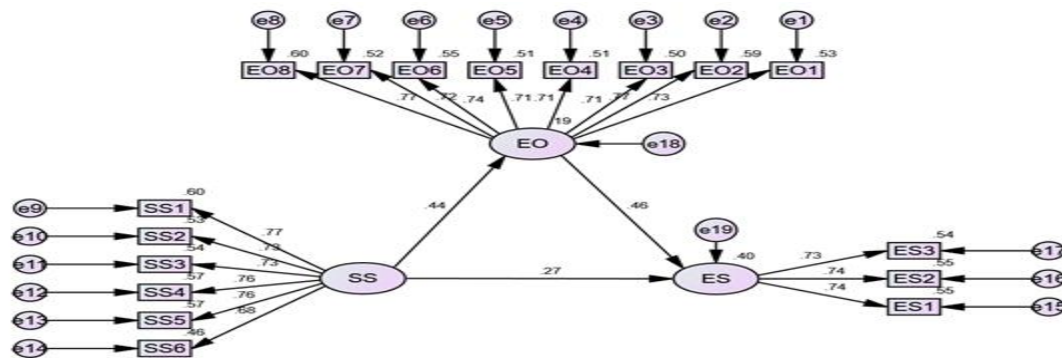
\*\*\* p<0.001

Legends: SS- Social Support, EO- Entrepreneurial Orientation, ES- Satisfaction of Rural Entrepreneur.

Next, we perform the hypothesis testing by inferring the empirical values obtained for paths in the model. The results of hypothesis testing are shown in Table 7. The significant direct effect ( $\beta = .476, p < 0.001$ ) of Social Support on Satisfaction of Rural Entrepreneur in absence of Entrepreneurial Orientation (mediating variable) indicates that the relationship of Social Support and

Satisfaction of Rural Entrepreneur is significant and support hypothesis 1. Similarly, the effect of social support on Entrepreneurial Orientation is also significant ( $\beta = .441, p < 0.001$ ) and thus confirms hypothesis 2. The significant indirect effect ( $\beta = 0.205, p < 0.001$ ) of Social Support on Satisfaction of Rural Entrepreneur through Entrepreneurial Orientation along with significant direct effect ( $\beta = 0.274, p < 0.001$ ) indicates the partial mediating role of Entrepreneurial Orientation and thus validates hypothesis 3 (Figure 2).

**Figure 2: Structural Model**



### 5 Discussion

As previously mentioned, entrepreneur refers to the mix of individuals who are self-employed and small business owners. Although this which present difficulties as to whether the present data is equivalent to that of other studies, several important points have nevertheless arisen. The analysis has many important implications. First, the association between social support, entrepreneurial orientation, and rural entrepreneurial satisfaction are statistically important. Secondly, it is found that social

support can lead to improved satisfaction for rural entrepreneurs if successfully implemented. The results indicate that the association between social support and rural entrepreneur satisfaction is found to be positive, thus accepting the H1 hypothesis. The second hypothesis of the study was also agreed upon since the findings indicate that social support and entrepreneurial orientation have a positive effect. The results also show that Entrepreneurial Orientation medicates the Relationship between Social Support and Rural Entrepreneur's Satisfaction, so the H3 hypothesis is not dismissed. Other findings of

the research comply with the results of this report. The study found that social support affects rural entrepreneurial orientation, which is consistent with the findings of the Nair and Pandey study (2006). The ambiguity often associated with entrepreneurial companies can be compensated for by the support of each other (Settoon et al., 1996), generating the creation of more informal position standards and a culture of supporting each other (Evans and Davis, 2005). The results of Covin & Slevin (1989) research showed that there is a high level of satisfaction for individuals who are oriented towards their business. Accordingly, the results of the study show that the social support arrangement has proven to be vital in the growth of the entrepreneurial purpose, which also has a very strong effect on the level of satisfaction of the rural entrepreneur.

## 6 Implications

This paper sheds light on the mechanism of social support in the orientation and gratification of rural tourism entrepreneurship at the theoretical level, and also contributes to the literature. The findings of the study highlight the value of social support concerning rural entrepreneurs' level of satisfaction. The study further helps to understand the mediating position of the orientation of entrepreneurship between the relationship of social support and the satisfaction of entrepreneurs. In addition, by disclosing their ability to promote the degree of satisfaction in rural tourism entrepreneurship, we contribute to the understanding of entrepreneurial orientation and activities.

Our research results have a number of implications for rural tourism entrepreneurs. First, the results indicate that social support could increase the level of satisfaction of rural tourism entrepreneurs in the state of Uttarakhand. The findings also provide insight into the hypothesis that entrepreneurship orientation mediates the relationship between social support and entrepreneurship satisfaction. This demonstrates the value of social support and

entrepreneurship orientation for entrepreneurs in order to make choices and commit resources to the implementation of a combative stance and, more broadly, to striving to conquer rivals and to respond promptly to their actions.

## References:

1. Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological Bulletin*, 88(3), 588–606. <https://doi.org/10.1037/0033-2909.88.3.588>
2. Cho, Y. H., & Lee, J.-H. (2018). Entrepreneurial orientation, entrepreneurial education and performance. *Asia Pacific Journal of Innovation and Entrepreneurship*, 12(2), 124–134. doi:10.1108/apjie-05-2018-0028
3. Covin JG and Lumpkin GT (2011) Entrepreneurial orientation theory and research: Reflections on a needed construct. *Entrepreneurship: Theory & Practice* 35(5): 855–872.
4. Covin, J. G., & Wales, W. J. (2012). The measurement of entrepreneurial orientation. *Entrepreneurship theory and practice*, 36(4), 677-702.
5. Covin, J., & Slevin, D. (1989). Strategic management of small firms in hostile and benign environments. *Strategic Management Journal*, 10(1), 75-87.
6. Davidson, P. and Honig, B. (2003), "The role of social and human capital among nascent entrepreneurs", *Journal of Business Venturing*, Vol. 18 No. 3, pp. 301-331.
7. Eastin, M.S., and La Rose, R. (2005) *Alt.support Modeling social support online*. *Computers in Human Behavior*, 21, 6 (2005), 977–992.
8. Evans WR and Davis WD (2005) High-performance work systems and organizational performance: The mediating role of internal social structure. *Journal of Management* 31(5), 758–775.



9. Farooq, M.S., Salam, M., Jaafar, N., Fayolle, A., Ayupp, K., Radovic-Markovic, M. and Sajid, A. (2017), "Acceptance and use of lecture capture system (LCS) in executive business studies: extending UTAUT2", *Interactive Technology and Smart Education*, Vol. 14 No. 4, pp. 329-348.
10. Gottman, J. M., Gottman, J. S., & Atkins, C. L. (2011). The comprehensive soldier fitness program: family skills component. *American Psychologist*, 66(1), 52.
11. Hair, J Black, W Babin, B Anderson, R. (2010). *Multivariate Data Analysis* (7th ed.). Prentice-Hall, Inc.
12. Ireland, R.D., Covin, J.G. and Kuratko, D.F. (2009), "Conceptualizing corporate entrepreneurship strategy", *Entrepreneurship Theory and Practice*, Vol. 33 No. 1, pp. 19-46.
13. Kautonen, T., & Palmroos, J. (2010). The impact of a necessity-based start-up on subsequent entrepreneurial satisfaction. *International Entrepreneurship and Management Journal*, 6(3), 285-300.
14. Kautonen, T., Kibler, E., & Minniti, M. (2017). Late-career entrepreneurship, income and quality of life. *Journal of Business Venturing*, 32(3), 318–333.
15. Liang, T.P.; Ho, Y.T.; Li, Y.W.; and Turban, E. (2011) What drives social commerce? The role of social support and relationship quality. *International Journal of Electronic Commerce*, 16, 2, 69–90.
16. Nair, K. R. G., & Pandey, A. (2006). Characteristics of entrepreneurs: An empirical analysis. *Journal of Entrepreneurship*, 15(1), 47-61.
17. Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common Method Biases in Behavioral Research: A Critical Review of the Literature and Recommended Remedies. *Journal of Applied Psychology*, 88(5), 879–903. <https://doi.org/10.1037/0021-9010.88.5.879>
18. Sahban, M. A., Kumar, D. & Ramalu, S. S. (2015). Instrument Development: Entrepreneurial Social Support Assessment Instrument (IESSA). *Research Journal of Economic & Business Studies*, 4(3), 21–36.
19. Sarason, I. G., Levine, H. M., Basham, R. B., & Sarason, B. R. (1983). Assessing social support: The social support questionnaire. *Journal of Personality and Social Psychology*, 44, 127-139.
20. Schwarz, E.J., Wdowiak, M.A., Almer-Jarz, D.A. and Breiteneker, R.J. (2009), "The effects of attitudes and perceived environment conditions on students' entrepreneurial intent: an Austrian perspective", *Education + Training*, Vol. 51 No. 4, pp. 272-291.
21. Settoon RP, Bennett N and Liden RC (1996) Social exchange in organizations: Perceived organizational support, leader–member exchange, and employee reciprocity. *Journal of Applied Psychology* 81(3), 219–227.
22. Siemsen, E., Roth, A., & Oliveira, P. (2010). Common method bias in regression models with linear, quadratic, and interaction effects. *Organizational Research Methods*, 13(3), 456–476. <https://doi.org/10.1177/1094428109351241>
23. Wales WJ, Parida V and Patel PC (2013b) Too much of a good thing? Absorptive capacity, firm performance, and the moderating role of entrepreneurial orientation. *Strategic Management Journal* 34: 622–633.
24. Wang, X. (2014) Subjective well-being associated with size of social network and social support of elderly. *J Health Psychol* 2014, doi: 359105314544136.
25. Wang, S., Hung, K., & Huang, W. J. (2019). Motivations for entrepreneurship in the tourism and hospitality sector: A social cognitive theory perspective. *International Journal of Hospitality Management*, 78, 78-88.
26. Wheaton, B., Muthén, B., Alwin, F. D., & Summers, F. G. (1977). Assessing Reliability and Stability in Panel Models. 8(1977), 84–136.
27. Abbas, M. K., Osunsan, O. K., & Kibuuka, M. (2020). Social Norms and



- Entrepreneurial Intent of Graduating University Students in North West Nigeria. *European Journal of Business and Management Research*, 5(2).
28. Ajzen, I. (2001) Nature and Operation of attitudes. *Annual Review of Psychology*, Vol. 52, pp.27-58.
  29. Asimakopoulos, G., Hernández, V., & Peña Miguel, J. (2019). Entrepreneurial intention of engineering students: The role of social norms and entrepreneurial self-efficacy. *Sustainability*, 11(16), 4314.
  30. Bandura, A. (1977a), "Self-efficacy: toward a unifying theory of behavioral change", *Psychological Review*, Vol. 84, pp. 191-215.
  31. Bird, B. (1988). Implementing entrepreneurial ideas: The case for intention. *Academy of Management Review*, 13(3), 442-453.
  32. Burke, M. A., & Young, H. P. (2011). Social Norms. *Handbook of Social Economics*, 311-338. doi:10.1016/b978-0-444-53187-2.00008-5
  33. Dick, T.P. and Rallis, S.F. (1991) 'Factors and influences on high school rural residents' career choices', *Journal for Research in Mathematics Education*, Vol. 22, No. 4, pp. 281-292.
  34. Dioneo-Adetayo, E. A. (2006) Factors Influencing Attitude of Youth Towards Entrepreneurship, *International Journal of Adolescence and Youth*, 13:1-2, 127-145, DOI:10.1080/02673843.2006.9747970.
  35. Dissanayake, DMNSW,(2013). The Impact of Perceived Desirability and Perceived Feasibility on Entrepreneurial Intention among Undergraduate Students in Sri Lanka: An Extended Model. *The Kelaniya Journal of Management*, 2(1), 39-57.
  36. Dugassa Tessema Gerba, (2012),"Impact of entrepreneurship education on entrepreneurial intentions of business and engineering rural residents in Ethiopia", *African Journal of Economic and Management Studies*, Vol. 3 Iss 2 pp. 258 – 277.
  37. Emami, A. and Khajeheian, D. (2019) Social Norms and Entrepreneurial Action: The Mediating Role of Opportunity Confidence, Sustainability, 11(1), p. 158.
  38. Emami, A., & Khajeheian, D. (2018). Social Norms and Entrepreneurial Action: The Mediating Role of Opportunity Confidence. *Sustainability*, 11(1), 158. doi:10.3390/su11010158.
  39. Fairlie, R.W. and Robb, A.M. (2005) Families, Human Capital, and Small Business: Evidence from the Characteristics of Business Owners Survey, Center for Economic Studies, Bureau of the Census, Washington, DC.
  40. Festre, A. (2010) Incentives and Social Norms. *Journal of Economic Survey*, 24, 511-538.
  41. Fini, R., R. Grimaldi, G. L. Marzocchi, and M. Sobrero. 2012. "The Determinants of Corporate Entrepreneurial Intention Within Small and Newly Established Firms." *Entrepreneurship Theory and Practice* 36 (2): 387-414.
  42. Fishbein, M., and I. Ajzen. 1975. *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
  43. Fretschner, M. and Weber, S. (2013) Measuring and understanding the effects of entrepreneurial awareness education. *Journal of Small Business Management*, 51(3), pp. 410-428, <https://doi.org/10.1111/jsbm.12019>.
  44. H. Kothari, H. (2015) Social norms and reward system affecting entrepreneurial intention. *Journal of Commerce and Trade*, 10(1), pp. 20-25.
  45. Ibrahim N.A. & Lucky E.O.I. (2014) Relationship between entrepreneurial orientation, entrepreneurial skills, environmental factor and entrepreneurial intention among Nigerian rural residents in UUM. *Entrepreneurship and Innovation Management Journal* 2(4), 203-213.
  46. Kolvereid, L. (1996). Prediction of employment status choice intentions.

- Entrepreneurship Theory and Practice, 21(1), 47-57.
47. Krueger N.F., Reilly M.D., & Carsrud A.L. (2000) Competing models of entrepreneurial intentions. *Journal of Business Venturing* 15(5), 411-432.
  48. Krueger, N. (1993). The Impact of prior entrepreneurial exposure on perceptions of new venture feasibility and desirability. *Entrepreneurship & Regional Development*, 5, 315-330.
  49. Krueger, N. F. (2007). What lies beneath? The experiential essence of entrepreneurial thinking. *Entrepreneurship: Theory and Practice*, 31(1), 123–138.
  50. Krueger, N., & Brazeal, D.V. (1994). Entrepreneurial potential and potential entrepreneurs. *Entrepreneurship Theory and Practice Journal*, 5, 91-104.
  51. Liñán, F. 2004. "Intention-based Models of Entrepreneurship Education." *Small Business* 3: 11–35.
  52. Linan, F., Santos, F.J. & Fernandez, J. (2011), "The influence of perceptions on potential entrepreneurs", *International Entrepreneurship and Management Journal*, 7(3), 373-390.
  53. Moghavvemi et al. (2017) Impact Of Perceived Desirability, Perceived Feasibility And Performance Expectancy On Use Of It Innovation, *Vidyodaya Journal of Management*, Vol. 03(1) 43-76.
  54. Obembe et al. (2014) Understanding the rural residents' perspectives towards entrepreneurship, *Procedia - Social and Behavioral Sciences*, 145, 5 – 11.
  55. Olson, J.M., Vernon, P.A., Harris, J.A. and Jang, K.L. (2001) 'The heritability of attitudes: a study of twins', *Journal of Personality and Social Psychology*, Vol. 80, No. 6, pp.845–860.
  56. Peterman, N.E & Kennedy, J. (2003). Enterprise education: influencing rural residents' perceptions of entrepreneurial ship. *Entrepreneurial Leadership*, Kansas City, MO.
  57. Rantanen, T., & Toikko, T. (2013). Social values, societal entrepreneurship attitudes and entrepreneurial intention of young people in the Finnish welfare state. *The Poznan University of Economics Review*, 13(1), 7.
  58. Saeed, S., Muffatto, M., & Yousafzai, S. Y. (2014). Exploring intergenerational influence on entrepreneurial intention: the mediating role of perceived desirability and perceived feasibility. *International Journal of Entrepreneurship and Innovation Management*, 18(2-3), 134-153.
  59. Sanchez-Escobedo, M.C. et al. (2011) Perceptions and attitudes towards entrepreneurship. An analysis of gender among university rural residents. *International Entrepreneurship and Management Journal*, 7, 443–463, <https://doi.org/10.1007/s11365-011-0200-5>.
  60. Schwarz, E.J.; Wdowiak, M.A.; Almer-Jarz, D.A.; Breiteneker, R.J. (2009) The effects of attitudes and perceived environment conditions on rural residents' entrepreneurial intent. *Educ. Train.*, 51, 272–291.
  61. Shapero, A. (1982). Social dimensions of entrepreneurship. In C.A. Kent et al. (Eds.) *The Encyclopaedia of Entrepreneurship*, pp 72-89.
  62. Shulman et al. (2017) The State of the Field of Social Norms Research. *International Journal of Communication* 11, 1192–1213.
  63. Souitaris, V., Zebinati, S. and Al-Laham, A. (2007) Do entrepreneurship programmes raise entrepreneurial intention of science and engineering rural residents? The effect of learning, inspiration and resources. *Journal of Business Venturing*, Vol. 22, No. 4, pp.566–591.
  64. Tsai, K.-H., Chang, H.-C., & Peng, C.-Y. (2014). Extending the link between entrepreneurial self-efficacy and intention: a moderated mediation model. *International Entrepreneurship and Management Journal*, 12(2), 445–463. doi:10.1007/s11365-014-0351-2.
  65. Vardhan, J., Bohra, S., Abdullah, A., Thennarasu, K., & Jagannathan, S. K. (2020). Push or pull motivation? A study

- of migrant women entrepreneurs in UAE. *International Journal of Family Business and Regional Development*, 1(1), 8-24.
66. Wang, W., Lu, W. and Millington, J.K. (2011) 'Determinants of entrepreneurial intention among college rural residents in China and USA', *Journal of Global Entrepreneurship Research*, Vol. 1, No. 1, pp.35-44.
67. Yuliana. (2004), "The influence of attitudes on changing jobs, subjective norms, perceived behavioral control against the intention of moving to work for information technology workers," *Scientific Journal of Psychology Applied*, Vol. 6 No. 11, pp. 1-18.