

Influence of Entrepreneurial Passion in the Relationship between the Entrepreneurship Education and Entrepreneurial Intention: The Case of Moroccan Students

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Abstract : A study was carried out among students who have especially a scientific and technical educational background and who had opportunities to benefit from a program entrepreneurship course of 50 hours; at Higher School of Technology Khenifra, Morocco. This article has as a goal to explain the relationship between entrepreneurial education, entrepreneurial passion and entrepreneurial intention. The authors chose Bandura's theory of social cognition as a theoretical framework. The modeling methods equation is adopted to analyze the hypotheses by SMART PLS for 188 students. The results show a strong positive relationship between entrepreneurial education and entrepreneurial passion. They also reveal that entrepreneurship education affects entrepreneurial intention through the effect of entrepreneurial passion, particularly among women than men. In addition, this study contributes in a theoretical way to the level of the relationship between entrepreneurial education and entrepreneurial passion, and these results provide educators and public decision-makers with advice on the importance of entrepreneurship training based on emotional traits such as passion; which constitutes a key and essential element to encourage young graduates to choose an entrepreneurial career as an alternative option or to develop entrepreneurial passion among the business leaders of tomorrow.

Keywords : entrepreneurship education, entrepreneurial passion, entrepreneurial intention, equation modeling methods

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