

The Role of Entrepreneurship Education in Developing the Entrepreneurial Passion: A Gender Comparative Study

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Abstract : The current study is trying to explain the relationship between entrepreneurial education and entrepreneurial passion. This study introduces multiple mechanisms by which entrepreneurial education may induce entrepreneurial passion in business graduates. With the help of expectancy theory, we proposed that entrepreneurial education develops entrepreneurial passion through the mediation of desirability and feasibility. Furthermore, desirability is also influencing feasibility. Therefore, desirability and feasibility may also play their role as double mediators in the relationship between entrepreneurial education and passion. The role of gender has become very vital in entrepreneurship studies. Therefore, we also incorporated the role of gender as a moderator while studying the indirect effect of entrepreneurial education on entrepreneurial passion via desirability and feasibility. We proposed that entrepreneurial education may influence the passion of male individuals primarily through feasibility. On the other hand, entrepreneurial education may impact on the entrepreneurial passion of female individuals primarily through the mediation of desirability. Learning orientation may increase the direct effect of entrepreneurial education on entrepreneurial passion.

Keywords : entrepreneurial passion, perceived desirability, perceived feasibility, entrepreneurial intention

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