

Measuring Entrepreneurial Success through Specific Sustainable Development Goals by Linking Entrepreneurship Attitude and Intentions

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Abstract : Entrepreneurs' role in achieving Sustainable development goals is crucial as the growth potential of any region depends upon the number and the success rate of entrepreneurial firms. This paper is an effort to examine the relationship between Sustainable growth (SG) with Entrepreneurial attitude (EA) and Entrepreneurial intention (EI) in the context of the Indian economy. The mediation effect of EI between EA and SG has been considered. Partial least square (PLS) -Structural Equation Model (SEM) software was used to design the framework. Students enrolled in entrepreneurship courses of higher educational institutes (HEI) of Punjab, Haryana, and the National Capital Region NCR were contacted for data collection. The National Institutional Ranking Framework (NIRF) framework was used in selecting HEIs and data collected from 589 students was considered for analysis. McGee's multi-dimensional scale for measuring ESE and the scale of Linan & Chen for measuring EI & ES (SG) was used. Results highlight that EA has a strong impact on EI ($p \leq 0.001$) and EI has a positive and strong relationship with SG (ES) as β value for the same is 0.683 ($p \leq 0.001$). The current study also reflects the mediating effect of EI among EA and ES, as the results show that the combined β value of both EA and EI (i.e. $0.684 * 0.683 = 0.467$) is more than the direct influence of EA on ES ($\beta = 0.265$). EA, with the mediating effect of EI can enhance the opportunity for achieving SG, which suggests that in order to increase the venture success rate and to attain SG, emphasis should be given to EI along with EA. The study has been investigated in three regions of India. Future studies can be extended to other South Asian countries for generalization.

Keywords : entrepreneurship, sustainable growth, entrepreneurship intention, entrepreneurship attitude

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