

The Mediating Impact of Entrepreneurial Alertness on Relationship between Entrepreneurial Education and Intentions

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Abstract : An important aspect needed for promoting entrepreneurship is to encourage individuals for becoming entrepreneurs by endowing them with the required skills and knowledge for identifying the opportunities and turning these opportunities into successful ventures. Literature has recognized entrepreneurship education has significant role in motivating individual's intention to become an entrepreneurs. Developing upon the insights based on dynamic view of human capital theory, this conceptual paper explores the role of entrepreneurial alertness in a linkage between entrepreneurial education and intentions to become an entrepreneur. Prior knowledge which can be acquired through entrepreneurship education and or experience is an antecedent for developing specific human capital of alertness for identifying the opportunities which impact on individual intentions. This suggests cause & effect relationship between entrepreneurship education and intentions through entrepreneurial alertness by impacting on the attitude, social norms and perceived behavioral control of an individual which can motivate individual intention of becoming an entrepreneur. Thus, alertness skill acquired through entrepreneurship education for identifying the profitable opportunities mediates the relationship between entrepreneurship education and intentions.

Keywords : entrepreneurship, entrepreneurship education, alertness, intentions, human capital

Conference Title : ICERI 2015 : International Conference on Education, Research and Innovation

Conference Location : Kuala Lumpur, Malaysia

Conference Dates : August 24-25, 2015