

Entrepreneurial Intentions among University Students: Motivations and Entrepreneurial Exposure as Drivers of Intentions

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Abstract

Youth unemployment is becoming a serious issue in Europe after the sub-prime financial crisis in 2008. New venture creation is an obvious solution, however, little is still known about the underlying motivations that may mobilize the students' intentions to develop their own business. We address this void presenting a model of entrepreneurial intentions, in which the effect of motivational factors and entrepreneurial exposure on students' intentions to new venture creation was examined. Data were collected among 171 undergraduate students from three universities in Ecuador. Results indicate that the need for learning, acting as an intrinsic motivation, has a positive influence on entrepreneurial intentions through the mediation of work attitudes. Also, a positive relationship was found between entrepreneurial exposure and intentions. Discussion and implications are presented together with suggestions for future research.

Key words: motivations, entrepreneurial exposure, work attitudes, intentions