EFFECTS OF RISK-TAKING PROPENSITY AND PSYCHOLOGICAL CAPITAL ON ENTREPRENEURIAL INTENTION: THE MEDIATING ROLE OF ATTITUDE TOWARDS ENTREPRENEURSHIP IN SOUTHERN THAILAND

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Abstract

This study investigates the effects of risk-taking propensity and psychological capital on entrepreneurial intention, while also addressing the recent call for research on the mediating role of attitude towards entrepreneurship. A total sample of 412 business students enrolled in Southern-Thai universities was analysed using structural equation modelling. The results show that attitude towards entrepreneurship plays a significant and positive mediating role in the relationships of risk-taking propensity, and psychological capital, with entrepreneurial intentions. Furthermore, psychological capital and risk-taking propensity have a positive and significant direct effect on entrepreneurial intentions. This study thus confirms that attitude towards entrepreneurship is a key mediating variable between psychological factors and entrepreneurial intentions. Furthermore, the findings prove that the roles of psychological factors are as important as that of attitude towards entrepreneurship. Specifically, psychological capital and risk-taking propensity, motivate and drive the probability of starting a business after graduation, for the analysed sample.

Keywords: Attitude towards entrepreneurship, psychological capital, risk-taking propensity, entrepreneurial intention.

1. INTRODUCTION

An increasing number of entrepreneurs is a key indicator for economic growth in terms of a developing economy's reduction of poverty, increase in standard of living, and improvement of well-being (Acs & Virgill, 2010; Desai, 2011). This is because entrepreneurs are involved in the production processes of products and services, the resulting goods and services being ultimately transferred from the production unit to the consumer level. This results in economic activities that contribute to

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job creation, employment expansion, and economic growth. According to a World Bank Group (2019) survey, among the 190 countries surveyed in 2017 and 2018, East Asia and the Pacific were the regions with the world's highest number of start-ups, with Singapore, Hong Kong, Malaysia, and Thailand ranking second, fourth, fifteenth, and twenty-seventh, respectively. In summary, entrepreneurial activities are important for economic growth in developed and developing countries (Ratten, 2014).

Successful entrepreneurs are closely tied to specific psychological endowments, such as skills and attitudes (Carree & Thurik, 2010). Particularly, entrepreneurial studies have identified different entrepreneurial characteristics to predict intentions, such as risk-taking propensity (e.g. Carland, Hoy, Boulton, & Carland, 2007), hope (e.g. Klamer, 2011), resilience (e.g. Korber & McNaughton, 2017), self-efficacy (e.g. Hmieleski & Corbett, 2008), and optimism (e.g. Anglin, McKenny, & Short, 2018). According to Wenhong and Liuying (2010), risk-taking propensity influences personal decisions and the tendency to act. Ajzen (1991) proposed the theory of planned behaviour (TPB) to explain that attitudes, subjective norms, and perceived behavioural control are predictive factors for an individual's intentions and therefore predict behaviour. While entrepreneurs' attributes can predict entrepreneurial intentions, some researchers have identified that attitude towards entrepreneurship has the most significant influence on entrepreneurial intentions (Iakovleva, Kolvereid, & Stephan, 2011; Kim-Soon, Ahmad, & Ibrahim, 2016). Hence, this study explores the effects of personal attributes and attitude towards entrepreneurship.

To this end, the mechanisms for developing entrepreneurial intentions (Trivedi, 2016) must also be analysed. Further, Schlaegel and Koenig (2014) suggest to further investigate the potential mediating role of TPB antecedents in the relationship between entrepreneurial attributes and intentions. Based on the findings of Kusmintarti, Thoyib, Ashar, and Maskie (2014), entrepreneurial attitude partially mediates the relationship between entrepreneurial characteristics and intentions, with one entrepreneurial characteristic risk-taking propensity. Moreover, Baluku, Onderi, and Otto (2019) offered the insights that attitude towards entrepreneurship and psychological capital shape entrepreneurial intentions. As a result, this study considers attitude towards entrepreneurship as the main mediator of entrepreneurial intentions and analyses this relationship.

This study thus contributes to the entrepreneurship literature by answering two questions: 1) do risk-taking propensity and psychological capital affect entrepreneurial intentions and 2) are these relationships mediated by attitude towards entrepreneurship? The analysis focuses on a single developing country, Thailand. The

sample was taken from students enrolled in business-related fields in universities in southern Thailand. According to the Office of the National Economic and Social Development Council (2019), Thailand's Twelfth National Economic and Social Development Plan (2017–2021) offers many advantages to start-ups, such as lower registration fees for creating an entrepreneurial incentive, as start-ups are one of the objectives of the government's policy for economic growth (World Bank, 2019). Many studies have examined factors influencing entrepreneurial intentions using a sample of students in developed countries, but few studies have been found to examine developing countries. Limited studies are found within Thailand. For example, the results of one study reveal that psychological factors (self-confidence, risk-taking propensity, attitude towards entrepreneurship) influence youth entrepreneurs in Thailand (Tripopsakul & Pichyangkul, 2018). These results provide a guideline for understanding the relationships between individual psychological factors and their effects on start-up businesses. Furthermore, educators and policy makers can use them to better design programs for supporting and promoting new entrepreneurs, such as training to develop psychological factors to encourage university graduates to start a business. Overall, this would also drive the growth of developing countries.

2. LITERATURE REVIEW

2.1 Theoretical Foundation

As previously mentioned, this study examines the effects of risk-taking propensity and psychological capital on entrepreneurial intentions. Drawing on TPB as an overarching theory for understanding intentions, it postulates that the intentions of an individual predict final behavior (Ajzen, 1991). The intention depends on the attitude towards the behavior, subjective norms, and perceived behavioral control. The attitude towards a behavior demonstrates beliefs, feelings, and action tendencies (i.e. if a person would like to act or not). A positive attitude affects intentions and defines an individual's behavior. By extension, a positive attitude towards entrepreneurship as self-employment, means valuing its advantages more than its disadvantages, making entrepreneurs feel satisfied and attracting new business owners. In summary, attitude towards entrepreneurship refers to an individual's negative or positive evaluation of entrepreneurship (Liñán & Chen, 2009) and has an impact on their entrepreneurial intentions.

Krueger (2003) suggested that risk-taking propensity is important to entrepreneurs as self-employed individuals face instability as decision makers. Furthermore, Bolton and Lane (2012) explained that returns are uncertain for entrepreneurs and the probability of obtaining positive returns depends on business

opportunities. A business owner seeks opportunities to start a new business and requires motivation to do so, as any new business may be successful or may fail. As such, when entrepreneurs identify opportunities, they take risks by establishing new businesses. Based on this notion, one of the personal attributes of an entrepreneur is the risk-taking propensity of deciding to be an entrepreneur. Hence, taking risks can dictate entrepreneurial survivability.

According to Brockhaus (1980), risk-taking propensity is vital in entrepreneurship because business owners face challenging situations regularly. Furthermore, Chell (2008) identified optimism, resilience, and self-confidence as important entrepreneurial attributes. Krueger, Reilly, and Carsrud (2000) explained that entrepreneurial intentions and attitude towards entrepreneurship rely on entrepreneurial traits. Specifically, psychological capital is the mental capacity that pushes entrepreneurs towards achieving their established targets. Luthans, Avolio, Avey, and Norman (2007) defined psychological capital as a quality of a person who believes good things always happen and who always bounces back when encountering failure; this includes when an individual shows capability in their performance and perceives the pathways to success in pursuit of their goal.

Psychological capital is an expandable entrepreneurial asset. It comprises four core elements: hope, optimism, self-efficacy, and resilience. First, hope gives entrepreneurs a sense of purpose and direction and empowers them to move towards their targets (Snyder, Irving, & Anderson, 1991). Based on hope, entrepreneurs perceive success in new ventures, employ solutions to overcome barriers and limitations, and maintain successful business outcomes. Second, optimism helps entrepreneurs perceive barriers as non-permanent and utilize positive energy and windows of opportunities to tackle challenges (Seligman & Csikszentmihalyi, 2000), regardless of what will happen in the future. Third, self-efficacy promotes entrepreneurial confidence. Based on self-efficacy, business owners see themselves as able to take control, minimize risks, and implement courses of action to produce satisfactory business outcomes (Bandura, 1977). Self-efficacy helps individuals to recognize their own ability to develop business concepts and present ideas for doing business with others. It can also lead others to trust their vision of doing business. Finally, resilience prevents entrepreneurs from giving up and motivates them to start over when the original plan goes sideways (Sinclair & Wallston, 2004). The occurrence and resurgence of willpower to endure hardship is the core advantage of resilience, which helps business owners outlast their competitors.

2.2 Development of Research Framework and Hypotheses

The research framework is based on TPB and aims to understand the

effects of various factors on the intention to become an entrepreneur. This approach is consistent with those of many studies on entrepreneurial intentions, which also use TPB to examine entrepreneurial intentions (Alexader & Honig, 2016; Gird & Bagraim, 2008; Kim-Soon et al., 2016). Entrepreneurial intentions are affected by TPB-based factors at multiple levels, depending on their magnitudes and combinations. Although most of these factors can be referred to as predictors of entrepreneurial intentions, the 'attitude towards entrepreneurship' is most significant (Santos, Roomi, & Liñán, 2016; Wu & Wu, 2008; Zapkau, Schwens, Steinmetz, & Kabst, 2015), followed by 'subjective norms' (Kautonen, Van Gelderen, & Fink, 2015; Leffel & Darling, 2009; Mueller, 2011) and 'perceived behavioural control' (Alexander & Honig, 2016; Chowdhury, Shamsudin, & Ismail, 2012; Trivedi, 2016). TPB can thus be used for studying the factors that can predict entrepreneurial intentions. The attitude towards a specific behaviour is based on beliefs, feelings, and action tendencies, which means that a positive attitude towards a behaviour affects the intention to act. Subjective norms mean that individuals are affected by the motivation to comply with norms and normative beliefs show appropriate action in a situation. The concept of perceived behavioral control arises from the personal belief of being knowledgeable; self-efficacy is also related to the perceived difficulty or ability to control a behavior.

The literature focuses on the study of psychological factors to demonstrate beliefs and the tendency to act based on behavior. For instance, Kolvereid (1996) explains that attitudes towards entrepreneurship are due to the thought processes that lead to entrepreneurship intentions. The attitude towards entrepreneurship reflects personal beliefs about entrepreneurship and is related to feelings such as passion towards entrepreneurship and the evaluation of entrepreneurship as advantageous (Iakovleva et al., 2011; Liñán & Chen, 2009). Watchravesringkan et al. (2013) found that students' attitudes towards entrepreneurship have a positive influence on their entrepreneurial intentions. Hence, considering the context of this study, attitude towards entrepreneurship was selected as the TPB factor to measure for its impact on entrepreneurial intentions (Spagnoli, Santos, & Caetano, 2017). This study proposes that attitude towards entrepreneurship is likely to encourage entrepreneurial intentions:

H1: Attitude towards entrepreneurship has a positive effect on entrepreneurial intentions.

Additionally, an important entrepreneurship characteristic is psychological capital, which is a personal attribute of the entrepreneur (Hayek, 2012). Previous studies have demonstrated that psychological capital has a positive relationship with attitude and behavior (Avey, Reichard, Luthans, & Mhatre, 2011),

performance, individual well-being, and the growth in entrepreneurial intentions (Newman, Schwarz, & Borgia, 2014). Many studies have focused on increasing the number of entrepreneurs (Hmieleski & Carr, 2007). For instance, Jin (2017) reported that psychological capital has a positive effect on the intention to create start-ups. In their exploratory study, Contreras, Dreu, and Espinosa (2017) indicated that psychological capital is positively related to entrepreneurial intentions. In the same vein, Hanafiah, Yousaf, and Usman (2017) empirically demonstrated that psychological capital has a significant and positive effect on entrepreneurial intentions. Their findings indicated that psychological capital positively influences entrepreneurial intentions. As such, it is posited that:

H2: Psychological capital has a positive effect on entrepreneurial intentions.

Entrepreneurship is a profession, whereby entrepreneurs are faced with different situations and uncertainty in terms of work processes, as well as risks in terms of returns (Baron, 1998). Studies on entrepreneurial intentions have indicated a positive relationship between risk-taking propensity and entrepreneurial intentions (Lüthje & Franke, 2003; Zhao, Seibert, & Lumpkin, 2010). Risk-taking propensity is an essential personality attribute for predicting entrepreneurial intentions (Ozaralli & Rivenburgh, 2016). As such, several studies have stressed that risk-taking propensity has a significant impact on entrepreneurial intentions (Espiritu-Olmos & Sastre-Castillo, 2015; Singh, Verma, & Rao 2017). For instance, Antoncic et al. (2018) empirically demonstrated that risk-taking propensity can positively influence entrepreneurial intentions and illustrated that this is a valid predictor of new entrepreneurship. Based on these previous studies, risk-taking propensity influences entrepreneurial intentions, and the study of risk-taking propensity is important. Therefore, this study hypothesizes:

H3: Risk-taking propensity has a positive effect on entrepreneurial intentions.

Extending these previous findings, Krueger et al. (2000) found that personality has an indirect effect on entrepreneurship through attitude towards entrepreneurship as a behavior motivator. TPB literature generally reports the mediating role of attitude. As Lüthje and Franke (2003) discussed, risk-taking propensity indirectly influences entrepreneurial intentions when a positive attitude towards entrepreneurship is present. Furthermore, Fini, Grimaldi, Marzocchi, and Sobrero (2012) stated that risk-taking propensity influences attitude towards entrepreneurship to predict an entrepreneurial intention. Similarly, Kusmintarti et al. (2014) affirmed that attitude towards entrepreneurship plays a mediating role between risk-taking propensity and entrepreneurial intentions. Psychological capital is a personality attribute that influences an increase in entrepreneurial intentions (Newman

et al., 2014). Hlatywayo, Marange, and Chinyamurindi (2017) emphasized that TPB, combined with psychological capital, can be used to study the intentions of individuals to grow entrepreneurially. Baluku et al. (2019) claimed that entrepreneurial intentions increase with more positive attitudes towards entrepreneurship, which play a mediating role between psychological capital and entrepreneurial intentions. It is thus interesting to determine whether psychological capital and risk-taking propensity can indirectly influence attitude towards entrepreneurship in terms of entrepreneurial intentions. Therefore, it is assumed that:

H4: Attitude towards entrepreneurship mediates the effect of psychological capital on entrepreneurial intentions.

H5: Attitude towards entrepreneurship mediates the effect of risk-taking propensity on entrepreneurial intentions.

This study thus proposes the conceptual model as shown in Figure 1.

3. METHODOLOGY

3.1 Sample

The majority of studies on entrepreneurial intentions use a sample consisting of students. This study focuses on the entrepreneurial intentions of undergraduate business administration students in southern Thailand. This is because the southern region of Thailand has the lowest number of entrepreneurs and the penultimate increase in the number of entrepreneurs in the country (Office of Small and Medium Enterprises Promotion, 2018).

The sample includes final year students from different universities in southern Thailand. Purposive sampling was utilized to collect data from four. universities, namely Songkhla Rajabhat University, Suratthani Rajabhat University, in total, 2,153 students were targeted.

Non-probability sampling was used as the researcher did not have access to the list of business

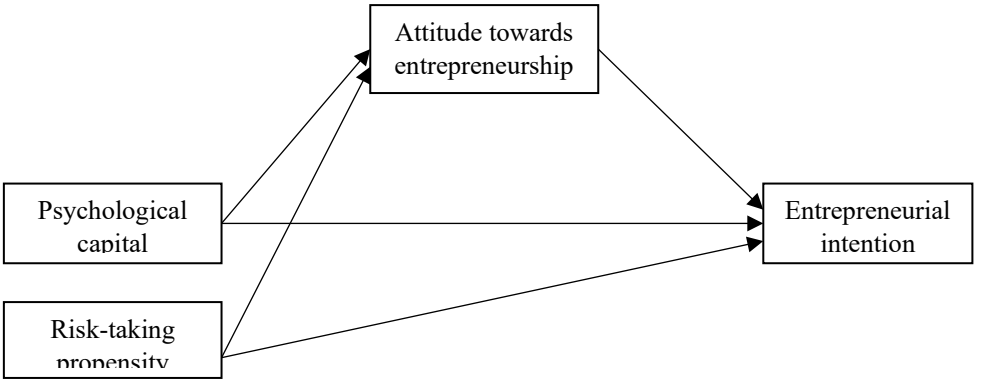

Figure 1: Conceptual model

administration students. Sampling errors were reduced to obtain a sample representative of the target population. A purposive sampling method was utilized by specifying business administration students in similar universities in the southern region with quota sampling specifying that an equal proportion of the sample should come from each institution. Self-administered questionnaires containing measurement items and scales derived from previous studies were employed to collect the data.

3.2 Measures

The measurement items for entrepreneurial intentions and attitude towards entrepreneurship were adapted from Liñán and Chen (2009) and measured on a seven-point Likert scale. For example, the entrepreneurial intention measures, 'I am determined to create a firm in the future' and 'I will make every effort to start and run my own firm'. Attitude towards entrepreneurship was measured by statements such as 'Being an entrepreneur would entail great satisfactions for me' and 'Among various options, I would rather be an entrepreneur'. The measures of psychological capital, taken from Luthan et al. (2007) were measured on a six-point Likert scale, including statements such as 'I feel confident about presenting business information to others', 'I can think of many ways to reach my current business goals', 'I usually take stressful things at business stride' and 'I'm optimistic about what will happen to me in the future as it pertains to business'. Risk-taking propensity was assessed using Bolton and Lane's (2012) measurement items, measured on a five-point Likert scale, including statements such as 'I like to take bold actions by venturing into the unknown' and 'I tend to act "boldly" in situations where risk is involved'. To test the research hypotheses, MPlus was used to run the confirmatory factor analysis (CFA) and structural equation model (SEM).

4. RESULTS

A total of 412 questionnaires were obtained. However, 20 were incomplete and hence were removed from the analysis, giving a total of 392 complete questionnaires (95.15%) to be used for analysis. Initially, CFA was conducted to test the measurement model by validating the questionnaire's structural integrity so that the relationships between the latent and observed variables and the goodness of fit test could be confirmed ($\chi^2 = 300.125$, $p = 0.000$, $df = 113$, $\chi^2/df = 2.656$, RMSEA = 0.065, CFI = 0.945, TLI = 0.933). The analysis indicated that the relationships were adequate. Furthermore, structural validity was examined, yielding factor loadings exceeding 0.5, average variance extracted (AVE) exceeding 0.5, and composite reliability (CR) exceeding 0.7. The assessment results are shown in Table 1.

Table 1: Assessment results of the measurement model and reliability

Construct	Item	Loading	Cronbach's Alpha	CR	AVE
EI	EI1	0.802	0.86	0.85	0.66
	EI2	0.781			
	EI3	0.849			
AE	AE1	0.783	0.82	0.80	0.57
	AE2	0.732			
	AE3	0.754			
PSY	PSY1	0.594	0.88	0.89	0.50
	PSY2	0.688			
	PSY3	0.703			
	PSY4	0.737			
	PSY5	0.707			
	PSY6	0.705			
	PSY7	0.726			
	PSY8	0.758			
RT	RT1	0.859	0.80	0.81	0.59
	RT2	0.815			
	RT3	0.617			

Note: EI = Entrepreneurial intention, AE = Attitude towards entrepreneurship, PSY = Psychological capital, RT = Risk-taking propensity

The results of the construct validity for the multitrait-multimethod analysis were used to examine discriminant validity. Variable correlations by the square root of the AVE values are higher than the value of other correlations, meaning the latent variables have adequate discriminant validity (Hair, Hult, Ringle, & Sarstedt 2016). The assessment of discriminant validity (Fornell-Larker criterion) is shown in Table 2.

Table 2: Assessment of discriminant validity (Fornell–Larker criterion)

		EI	EA	PSY	RT
	$\sqrt{AVE}$	0.81	0.75	0.71	0.77
EI	0.81	1			
EA	0.75	0.56	1		
PSY	0.71	0.56	0.62	1	
RT	0.77	0.40	0.51	0.44	1

4.1 Structural Model Fit

The model fit criteria proposed by Lomax and Schumacker (2004) means that the relative chi-square per degree of freedom (χ^2/df) must be below 5, the root mean square error of approximation (RMSEA) must be below 0.08, and the comparative of fit index (CFI) and Trucker Lewis index (TLI) must be above 0.9 (Browne & Cudeck, 1992; Hu & Bentler, 1999). The results are presented in Table 3.

The model fit results show a good model fit. Hence, the model was adequate for using SEM to assess the extent to which risk-taking propensity and psychological capital influence entrepreneurial intentions, and the extent to which the attitude towards entrepreneurship mediates entrepreneurial intentions. The results are shown in Table 4.

Attitude towards entrepreneurship positively and significantly impacted entrepreneurial intentions ($\beta = 0.37$, $p < 0.01$), supporting H1. In support of H2, psychological capital has a positive and significant effect on both entrepreneurial intentions ($\beta = 0.32$, $p < 0.05$) and attitude towards entrepreneurship ($\beta = 0.63$, $p < 0.01$). Regarding H3, risk-taking propensity has a positive and significant effect on both entrepreneurial intentions ($\beta = 0.13$, $p < 0.05$) and attitude towards entrepreneurship ($\beta = 0.39$, $p < 0.01$). The analyses show that the estimated indirect effect of psychological capital on entrepreneurial intentions through

Table 3: Model fit

Index	Model fit criteria	Model results
Relative chi-square (χ^2/df)	below 5	(372.620/114) = 3.27
RMSEA	below 0.08	0.08
CFI	above 0.9	0.92
TLI	above 0.9	0.91

Table 4: Hypotheses testing results

Hypothesis	Estimate (β)	S.E.	*t*-value	*p*-value	Result
H_1: EA -> EI	0.372**	0.086	4.352	0.000	supported
H_2: PSY -> EI	0.320**	0.074	4.307	0.000	supported
H_3: RT -> EI	0.132*	0.061	2.159	0.031	supported
H_4: PSY -> EA	0.631**	0.038	16.448	0.000	supported
H_5: RT -> EA	0.394**	0.046	8.620	0.000	supported

Note: $\boldsymbol{R}^2 = 0.338$, $*\boldsymbol{p} < 0.05$, $**\boldsymbol{p} < 0.01$.

attitude towards entrepreneurship is significant ($\beta = 0.24$, $p < 0.01$) and the effect of psychological capital on entrepreneurial intentions is also significant ($\beta = 0.56$, $p < 0.01$), thus indicating a partial mediating effect. The estimated indirect effect of risk-taking propensity on entrepreneurial intentions through attitude towards entrepreneurship is 0.15 ($p < 0.01$) and the total effect from psychological capital to entrepreneurial intention is 0.28 ($p < 0.01$). The results on the partial mediating effect are shown in Table 5

This partial mediation supports hypotheses H4 and H5. Furthermore, the mediating role of attitude on entrepreneurship is more significant psychological capital and regarding the relationship between entrepreneurial intentions, than it is for the relationship between psychological capital and entrepreneurial intention. The results of the SEM are illustrated in Figure 2.

5. DISCUSSION

The results support that attitude towards entrepreneurship, psycho-logical capital, and risk-taking propensity have a positive and significant impact on entrepreneurial intentions. Watchravesringkan et al. s (2013) also asserted that attitude towards entrepreneurship has a direct effect on students' entrepreneurial

Table 5: Mediating effects

	Direct effect	Indirect effect
PSY to AE to EI	0.32**	0.24**
RT to AE to EI	0.13*	0.15**

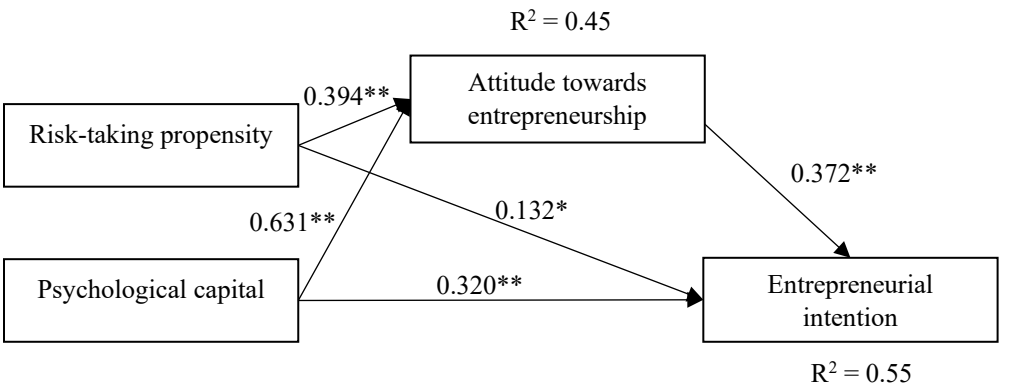

Figure 2: Structural equation model

intentions. Additionally, the attitude towards entrepreneurship can be enhanced if students are provided with more entrepreneurial knowledge and opportunities (Spagnoli et al., 2017). In other words, attitude towards entrepreneurship are vital in promoting entrepreneurial intentions. Furthermore, risk-taking propensity is a significant and positive factor which directly affects entrepreneurial intentions. Conversely, Singh et al. (2017) showed that risk-taking propensity has a direct effect on the entrepreneurial intention of launching a new business. This finding supportsthe proposition of Newman et al. (2014) that psychological capital will positively influence new venture creation. Additionally, this study confirms that psychological capital has a substantial impact on self-employment motivation (Hanafiah et al., 2017).

Although, risk-taking propensity has a low impact on entrepreneurial intentions, using attitude towards entrepreneurship as a mediating element would increase this impact. Based on Fini et al. (2012), risk-taking propensity can significantly and indirectly impact entrepreneurial intentions through attitude towards entrepreneurship. The results of the present study are thus consistent with those of Kusmintarti et al. (2014), in that attitude towards entrepreneurship, as a mediator, can promote the positive effects of risk-taking propensity on entrepreneurial intentions. Additionally, risk-taking propensity and psychological capital directly affect entrepreneurial intentions and indirectly affect it through attitude towards entrepreneurship as a mediator. Similar to Karimi et al. (2017), attitude towards entrepreneurship can be mediated by the relationship between risk-taking propensity and entrepreneurial intention. In studying risk-taking propensity's influence on entrepreneurial intentions, it is necessary to study attitude towards entrepreneurship as a person's risk-taking propensity is high for a high level of attitude towards entrepreneurship, usually resulting in the decision to become an entrepreneur. Congruently with Baluku et al. (2019), this study also found that psychological capital demonstrates a definite advantage for entrepreneurial intentions and, along with mediating attitudes, creates direct and indirect effects on the intention to start new businesses. Positive attitudes towards entrepreneurship and psychological capital can thus help develop a student's motivation to be an entrepreneur. As such, individuals with a high level of psychological capital have a positive attitude towards entrepreneurship, which is a variable that drives entrepreneurial intentions.

5.1. Contributions, Managerial Implications, and Recommendations

Attitude towards entrepreneur-ship is an important driver to becoming an entrepreneur. Furthermore, psychological capital

and risk-taking propensity encourage a positive attitude towards entrepreneurship. This finding can be used to design a curriculum or activity framework to support students in undertaking entrepreneurship and to motivate them accordingly. The relationship between positive psychological capital and willingness to be entrepreneurs can be used to improve business education to create greater incentive for entrepreneurship by building competencies such as flexibility in problem solving, various ways of doing business to achieve set goals, and looking at the positive outcomes of doing business.

Additionally, an entrepreneur must exhibit risk-taking propensity. As the research shows, students have low levels of risk-taking propensity, so educators should develop this characteristic for supporting entrepreneurial intentions. As a result, students will be able to decide to invest in a business and face the relevant risks for the promise of a high return. Furthermore, an individual with a high level of risk-taking propensity will support entrepreneurship and have an entrepreneurial attitude.

Educators should encourage individuals to see the benefits of becoming entrepreneurs, which are an important part of social business development and use capital and labour factors to produce goods and services, thus reducing unemployment. As such, it is important to demonstrate the benefits of being an entrepreneur as it helps to create jobs and create economic value. In particular, Thailand is a developing country with business operations mostly in the industrial, retail, wholesale, and service sectors, with the advantage of having the potential to own the resources used. There is thus the necessity to increase the number of entrepreneurs for economic growth.

6. CONCLUSIONS

Entrepreneurial training for students should seek to cultivate a positive attitude towards entrepreneurship, as such attitudes have positive effects on entrepreneurial intentions, which can in turn improve the chances of establishing businesses. Additionally, educators should consider personal attributes such as psychological capital and risk-taking propensity in the entrepreneurial development curriculum. Students in entrepreneurship programs should have the opportunity to understand that, unlike employees, entrepreneurs deal with risks and taking risks can return satisfactory profits. Furthermore, educators should incorporate pedagogical strategies to enhance psychological capital (i.e. hope, resilience, optimism, and self-efficacy) and risk-taking propensity, as these entrepreneurial qualities are vital for business owners. Additionally, success stories, lessons learned, experiences, and inspirational cases, should be integrated into training, as students can learn from the successes and failures of their role models. These

solutions are important, especially when promoted along with a positive attitude towards entrepreneurship. Hence, further studies should conduct in-depth investigations on the development of entrepreneurial intentions when a positive attitude towards entrepreneurship is present.

While this study focuses on the personal determinants of entrepreneurial intentions, exogeneous elements such as public policies, economic conditions, and available technology also affect these intentions. Hence, future studies should consider both internal and external factors and determine their influences on developing entrepreneurial intentions. Moreover, since this study demonstrated that risk-taking propensity is significant, it calls for further qualitative studies to extensively explain how this factor might be used for promoting entrepreneurial intentions.

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