



Conceptual Framework for Assessing Entrepreneurial Intentions Among Generation Z

Richa Bhardawaj^{1*}, Dr. Mehraj Udin Ganaie²

^{1*}Research Scholar, GD Goenka University, Gurugram

²Asst. Professor, GD Goenka University, Gurugram

Citation: Richa Bhardawaj et al, (2024) Conceptual Framework For Assessing Entrepreneurial Intentions Among Generation Z , *Educational Administration: Theory And Practice*, 30(5) 15487-15497

Doi: 10.53555/kuey.v30i5.9344

ARTICLE INFO

ABSTRACT

The research presents a conceptual framework for assessing sustainability-oriented entrepreneurial intentions (SOEI) among Generation Z, focusing on the intersection of proactive personality traits (PAP) and the Entrepreneurial Event Model (EEM). The study highlights the unique characteristics of Generation Z, such as their technological sophistication and strong commitment to sustainability, which influence their entrepreneurial behaviors. The study delves into factors like perceived desirability, feasibility, and the propensity to act, which are central to the EEM model. It also examines how proactive personalities, characterized by traits such as initiative-taking and perseverance, influence entrepreneurial intentions.

The literature review discusses psychological theories like the Theory of Planned Behavior (TPB) and various factors such as self-efficacy, social capital, and sustainability orientation, which shape entrepreneurial intentions. The document emphasizes the growing significance of sustainability in entrepreneurship and how Generation Z's environmental consciousness contributes to their entrepreneurial motivations. Additionally, the research explores how the proactive personality trait and entrepreneurial event model interact to predict sustainable entrepreneurial intentions.

The study concludes with policy and educational implications, stressing the importance of integrating sustainability-focused entrepreneurship education and creating supportive environments to foster entrepreneurial traits in Generation Z. By aligning educational practices with Generation Z's values, societies can empower this generation to lead sustainable entrepreneurial ventures, ultimately contributing to global economic and ecological progress.

Keywords: Sustainability-Oriented Entrepreneurial Intentions (SOEI), Proactivity and Entrepreneurship, perceived feasibility, perceived desirability, conceptual framework

Introduction

Entrepreneurial intention (EI) research has grown significantly, driven by its critical role in understanding and promoting entrepreneurial behavior.

Among various generational cohorts, Generation Z, born after 1993 and characterized by their technological sophistication and global connectedness, has emerged as a unique demographic in the entrepreneurial ecosystem. This generation, often labeled as "digital natives," represents a significant segment of future entrepreneurs, motivated by sustainability-oriented goals due to their heightened awareness of environmental and societal challenges.

This research focuses on understanding sustainability-oriented entrepreneurial intentions (SOEI) within the framework of two critical constructs: the Proactive Personality (PAP) and the Entrepreneurial Event Model (EEM). The study delves into factors influencing SOEI, including perceived desirability, feasibility, and the propensity to act, as outlined in EEM. Furthermore, it examines the role of proactive personality traits, such as initiative-taking and perseverance, which are pivotal in shaping entrepreneurial tendencies. The moderating role of Generation Z in the relationship between these constructs and SOEI is explored, contributing to the scarce literature on how this cohort perceives and engages with sustainable entrepreneurship. By investigating

these dimensions, this research provides valuable insights for educators, policymakers, and practitioners aiming to foster sustainable entrepreneurship among Generation Z.

Review of Literature

The research reviewed spans five core themes: theoretical foundations, personal-level variables, the role of entrepreneurship education, the influence of context and institutions, and the entrepreneurial process. The systematic literature review underscores the interplay between psychological theories, such as the Theory of Planned Behavior (TPB), and entrepreneurial intention. Ajzen's TPB and Shapero's Entrepreneurial Event Model (EEM) emerge as foundational, with extensions exploring additional variables like self-efficacy, social capital, and sustainability orientation.

SOEI

The reviewed literature identifies sustainability-oriented entrepreneurship as a burgeoning field. Research indicates that personal values, such as environmental consciousness and social responsibility, strongly influence sustainable entrepreneurial intentions. Educational interventions tailored to sustainability significantly enhance entrepreneurial aspirations, particularly among Generation Z, who prioritize ethical and sustainable business practices. The examination and application of entrepreneurship place significant emphasis on the importance of intentions, as they serve as a fundamental catalyst for an individual's entrepreneurial behaviour (Taneja et al., 2023). Due to its ability to illuminate the origins and development of entrepreneurship conduct, ambitions to become an entrepreneur has garnered research attention (Romero-Galisteo et al., 2022). Entrepreneurial intentions emphasize to drive social and economic progress (Virasa et al., 2022). Additionally, it is recognized for its contribution to the variety of entrepreneurship and their corresponding results (Liñán and Fayolle, 2015). Furthermore, the processing of entrepreneurship is also acknowledged by the combination of contextual and individual factors (Ruiz-Rosa et al., 2021). For practitioners, policymakers, and instructors, understanding entrepreneurial intentions has significant implications in the formulation of strategies aimed at promoting the engagement in entrepreneurship (Shirokova et al., 2022). While sustainable entrepreneurship is recognized for environmental and societal impacts of business activities and is a new area for research and practice, sustainability-oriented entrepreneurial intentions have its roots in entrepreneurial intentions, which is people's desire to launch a new business. While, sustainable entrepreneurship is acknowledged for its focus on the environmental and societal consequences of organizations, representing a novel domain for both scholarly investigation and practical application. The idea to begin a new business, or entrepreneurial intent, is what gave rise to SOEI (Srivastava et al., 2023).

One's aspirations to launch an enterprise focusing on sustainability is referred to as "SOEI". For example, projects aiming to address climate change, advance equity in society, and develop opportunities for businesses (Zhu et al., 2022). Furthermore, Truong et al.'s (2022) latest study clarifies the SOEI construct by emphasizing the social and psychological aspects of the intention-behavior mechanism.

Antecedents of SOEI

Khan and colleagues (2021) discovered that certain aspects of personality traits significantly affected SOEI. Waris et al., (2022) found that entrepreneurial mindset, self-efficacy and individual standards affected SOEI. Similarly, subjective norms, behavioral attitude and behaviour control perceptions predicted sustainable entrepreneurship goals (Ndofirepi, 2022). Fatoki (2020) found that attitude towards ecologically conscious business, individual standards, behaviour control perceptions, perceived creativity, internal agency, creative thinking, risks taking attitude and pro-active personality significantly affected SOEI. According to Lopes et al., (2023), students' SOEI in Angola was positively impacted by the TPB dimensions. Additionally, the proactive personality, perceived creativity, and risk-taking inclination all had a significant impact on planned theory of behaviour (TPB) dimensions, which in turn stimulated the SOEI in Angola. In order to determine the significance of environmental concern (EC), university support (US), and UN knowledge about the Sustainable Development Goals (SDGK) in engaging students for sustainability-driven entrepreneurship, Sharma et al., (2023) employed the social cognitive theory (SCCT) and the theory of planned behavior (TPB). Srivastava et al., (2023a) state that internal rewards such as social and emotional feelings, altruism, pro-environmental values, community perceptions and goals, and autonomy are what drive an individual's SOEI. In contrast to entrepreneurial intentions in general, Kunttu and colleagues (2017) assert that unique work values and knowledge influence socially conscious entrepreneurial intentions. This suggests that models of entrepreneurial intention should take into account entrepreneurial opportunities. According to research by Srivastava et al., (2023b), self-efficacy, job security, environmental values, extrinsic and intrinsic rewards, and TPB constructs are some that significantly affect SOEI. Therefore, PAP and the EEM model are taken into account in this study as SOEI predictors.

EEM

In their seminal work, Shapero and Sokol (1982) undertook an initial endeavor to acknowledge the significance of intentions in the process of entrepreneurial event formation. The conceptualization of the shaping process

of the entrepreneurial event in this model is framed as a paradigm. Rather than enacting legislation, this theoretical framework sought to elucidate the observed phenomenon.

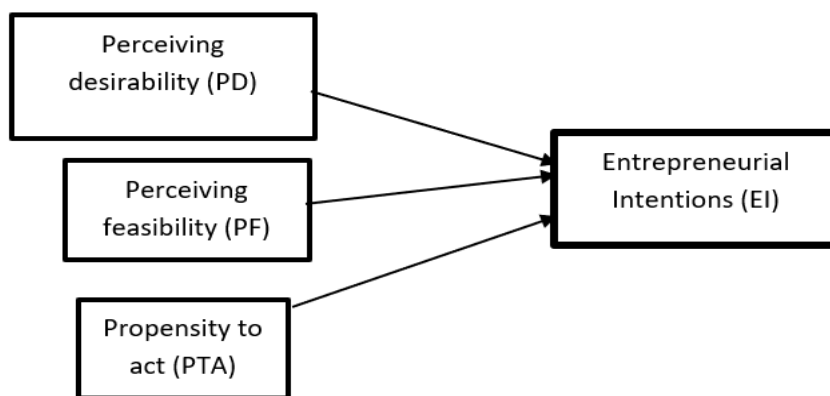
"The primary objective is to elucidate the phenomenon rather than to establish universally applicable principles, encompassing both contextual and enduring social factors, and avoiding premature conclusions that frequently accompany generalizations resembling laws" (Shapero and Sokol, 1982, pp. 76-77).

Instead of labelling it as entrepreneurship, Shapero and Sokol (1982) stated it as "entrepreneurship event," as described below:

1. *Initiative-taking* - The initiative is taken by someone or something.
2. *Resource consolidation* - To achieve certain goals, an organization is created or reorganized.
3. *Organisational management* - By those who showed initiative.
4. *Related autonomy* - Resources are distributed and disposed of with a fair amount of discretion.
5. *Taking Risk*- The initiator shares in the failure and success of the organization.

Shapero and Sokol's (1982), EEM incorporated various Individual, social and situational variables that were linked to an event. In this theoretical framework, the authors proposed that each instance of entrepreneurship serves as both the culmination of a preceding process and the initiation of a subsequent one. Further, according to this model, each person follows a specific life path, known as vectors. Vectors, as a mathematical concept, were employed to represent directed forces that consistently influenced the trajectory of an individual's life path. In general, various vectors like familial relationships, friendships, occupational status, and social standing exerted influence on the transformative trajectories of individuals' lives. The underlying premise of this model posited that a shift in life trajectory (displacement) necessitated a corresponding alteration in both intention and behaviour. Displacement frequently served as a prevalent antecedent to the emergence of intentions, which encompassed both positive and negative orientations. Negative displacements, such as the loss of a job or a transfer, had a greater impact on motivating individuals to take action compared to positive displacements, such as winning a lottery or receiving financial support. According to this model, the trajectory of an individual's life was altered as a result of displacement, leading to a subsequent influence on their desirability and feasibility in relation to the entrepreneurship event. Consequently, the choice to embark on a fresh enterprise or do independent work depended on how someone judged the viability and attraction of the endeavour in question. Consequently, this particular study is grounded in the EEM model. The diagram presented in Figure 2.1 depicts the entrepreneurship event model in a visually appealing manner.

Figure 2.1 EEM Model by Shapero and Sokol (1982).



Perceiving Desirability (PD)

Shapero and Sokol (1982) believed a person's PD was their value system that led to an entrepreneurial event. The desirability perception was shaped by the socio-cultural environment, encompassing elements such as ethnic groups, peers, colleagues, and family. These elements influenced an individual's beliefs, values and attitudes regarding an action. Desirability can thus, be defined as the perceived level of attractiveness that an individual experienced when embarking on a business venture (Summers, 2000). It revealed someone's propensity towards embarking on entrepreneurial ventures. In addition, Bird (1988) conceptualized feasibility as cause-and-effect thinking, analytical and rational, while desirability as contextual thinking, holistic, intuitive and during intention formation. Desirability influences the attitude towards starting a business, but a supportive environment is necessary for its success (Mitchell et al., 2002).

Moreover, past studies have thoroughly examined desirability's influence, and compelling empirical evidence have demonstrated how PD affects people's intentions (Kolvereid, 1996; Summers, 2000; Fitzsimmons and Douglas, 2011). Blanchflower and Shadforth (2007) and White et al., (2007) both presented evidences of family-business impact. According to Shapero and Sokol (1982, p. 83), a person's family, specifically their mother and/or father, exerted a significant influence on the perceived attractiveness and credibility of their entrepreneurial behaviour. Additionally, parents who worked for themselves supported their kids financially, socially, and emotionally. Therefore, one's decision to become self-employed was influenced by the perceived

desirability, which included factors such as the parents' financial condition and other socio-cultural factors (Hsu et al., 2007).

Perceiving Feasibility

Shapero and Sokol (1982) explained about the feasibility perceptions in their EEM model on the accessibility and availability of various types of resources. This was perceived as the impact of an individual's socioeconomic environment. Personal confidence in starting a business is called perceived feasibility (Krueger, 1993, pp 8). Thus, feasibility perception is a person's confidence in self-employment and obtain the necessary resources i.e., monetary and non-monetary resources. Furthermore, a strong correlation was also found between the desirability and feasibility perceptions within the EEM model. It was asserted that they both allegedly engaged in conversation with one another, and exerted influence on each other's probability of occurrence. One could deduce that the establishment of a new enterprise is favourable if they perceive it to be achievable, and vice versa. If it was thought to be undesirable, they might never consider starting a new business as being feasible. Furthermore, a person's views of feasibility and desirability have an impact on their attitude and beliefs (Krueger, 1993). Beliefs and attitudes are shaped by societal and environmental factors (Bandura, 1986). Thus, researchers hypothesised that students' social environments positively affected entrepreneurial mindsets that would not have happened without a supportive environment. Therefore, it is essential to promote in students a supportive social environment and a positive attitude towards entrepreneurship.

Shapero and Sokol's model posits that PF shares conceptual similarities with control of behavior perception in Ajzen's (1991) behavioral planned Theory and Bandura's (1986) self-efficacy model, when elucidating the previously examined entrepreneurship goals model. Previous research shows that self-efficacy is more important in predicting entrepreneurship goals than feasibility and behavioral control perceptions (Krueger et al., 2000; Krueger, 1993; Kolvereid and Isaksen, 2006).

Propensity To Act (PTA)

Shapero and Sokol (1982) say each person's PTA is determined by their interpretation and opinions. The preference for one course of action over other options in a given situation can be elucidated by psychological differences between people. Summers (2000) proposed that a person's tendency to take action depended on their psychological characteristics, giving them a good chance of trying to work for themselves after a certain triggering event. Summers (2000) suggested that a person's inclination to take action was influenced by their psychological traits, increasing their probability of engaging in self-employment following a particular trigger event. Psychologists have studied psychological traits extensively and believe entrepreneurs have unique traits. These qualities were thought to be inherent and unteachable. Extensive research has been conducted to identify and validate various noteworthy attributes, however a general collection of traits distinguishing entrepreneurs from non-entrepreneurs has not been developed. In order to maintain uniformity and simplicity, a personality model consisting of five factors was created during the 1990s. However, it failed to fully encompass all the characteristics. Hence, the current study also examines the inclination to take action aspect of the EEM model. PAP

In addition to discussing the proactive facet of organizations conduct, Bateman and Crant (1993) also introduced a PAP test. This proactive behavior assessment seeks to identify differences in how people change their surroundings. Bateman and Crant (1993) described the archetypal PAP as one that affects environmental change and is comparatively unrestrained by situational forces. Proactive people take initiative, proceed, and don't give up until they bring about a substantial change. They spot opportunities and grab hold of them. Conversely, those who lack initiative display the opposite tendencies: they miss potential world-changing possibilities.

Both cognitive and affective qualities, such as locus of control and wellbeing are fundamentally different from proactivity. The proactive disposition, according to Bateman and Crant (1993), is the desire to carry out environmental actions. Moreover, being proactive is a useful quality since it impacts the surroundings (Buss and Finn, 1987).

The proactive, interactionist approach (Bandura 1977; Schneider 1983) considers that people shape their surroundings. The theme of interactionism in the literature on psychology and organizational behavior maintains that situations are as much a function of people as they are of situation, and that behavior is controlled both internally and externally (Schneider 1983). Behavior, environment, and person are all causally linked in a reciprocal manner (Bandura 1977). As a result, people have the power to consciously and directly alter their present situation. One way to do this is by selecting careers that best suit them. In light of interactionist theory and proactive personality traits, it makes sense that proactive people would be drawn to careers in entrepreneurship.

Other entrepreneurship theories have also discussed about proactive approaches. Shapero and Sokol (1982) highlighted a tendency for initiative and action and talked about the societal consequences of entrepreneurial events. In their studies on the goals and potential of entrepreneurs, (Krueger and Brazeal 1994; Krueger 1993;) integrated PAP concept. As a stand-in for PAP, Krueger (1993) employed the desirability of control scale (Burger 1985); however, Krueger and Brazeal (1994) suggested alternative propensity measures. One potential assessment tool is the PAP scale. According to Bateman and Crant (1993), there could be ramifications for choice of career and entrepreneurship in particular for the PAP scale. Thus, this study examines the effects of

proactive personality on SOEI, taking into account the favorable implications of PAP on entrepreneurial intentions.

Generation Z

According to Hoque et al., (2018) and Randstad (2014) the post-millennials Gen Z are also known as the dotcom kids, social media users, and generation born after 1993. McKee-Ryan (2021) state that, teens make up the bulk of Generation Z. The proportion of youth in India rose from 26.6% in 1991 to 27.9% in 2016 and is expected to fall to 22.7% by 2036. According to Ensari (2017), they are widespread on the internet, technologically sophisticated, mature, spoiled, and empowered. Without the innovative efforts of this sizable populace, it is challenging for any nation's government to achieve sustainability. Every nation wants to encourage entrepreneurship that is appealing to young people. Therefore, generation Z has been considered in this study to know how these young people influence the EEM model to achieve SOEI.

1. Hypotheses development

1.1. EEM and SOEI

The subsequent section elucidates the available literature on theories and models related to SOEI and their relationships with the former.

The TPB model, developed by Ajzen (1985, 1991), is a popular model of entrepreneurial intention to investigate practically all voluntary behaviours, including professional job choice in various areas and sectors. Focusing on the mechanism of sociopsychology of intention development, Ajzen (2011)'s intention model is the most widely cited and influential one. With the focus of the study being at the degree of socio-cognition, it is therefore a suitable intention model to study entrepreneurial intention (Kolvereid, 1996, Ajzen, 2001; Liñan and Chen, 1996; Bargsted et al., 2017; Shook, et al., 2003; Wach et al., 2017). A complex decision-making process, like choosing a career, can be better understood with the aid of the TPB framework (Armitage and Conner, 2001). It is a theoretical framework for emotional intelligence that aids in comprehending how someone forms a social or business entrepreneurial intention. As stated by Krueger et al., (2000), the entrepreneurial method includes planning, giving, and conscious decision-making. Essentially, TPB holds that the best measure of logical and purposeful planned behaviour, or entrepreneurship, is intention towards a behaviour (which is impacted by attitudes) (Ajzen, 1991). Depending on particular attitudes, the intention to launch a business predicts behaviour (Ajzen, 1987, 1991, 2001). According to Ajzen (1991) and Liñan and Chen (2009), becoming an entrepreneur is thus, the result of attitude elements that function as cognitive and motivational factors.

There exist two distinct categories of entrepreneurial intentions, namely social and commercial, which can be delineated based on the primary driving force behind them. The objective of establishing a new enterprise with a focus on generating financial gains is commonly referred to as business entrepreneurship (Krueger, 2017; Bacq and Alt, 2018). Bacq and Alt (2018) define societal entrepreneurship as a new business venture that transforms society and creates prosperity. External influences, like one's attitude and perceived behaviour control, might affect entrepreneurial intentions and voluntary behaviour (Rai, 2022).

The construct known as attitude towards behaviour (ATB), as defined by Ajzen (1991), pertains to an individual's inclinations, both positive and negative, towards a particular behaviour or its outcomes. This construct measures how much a person personally likes or dislikes a behaviour (Ajzen, 2002; Kolvereid, 1996). The aforementioned process encompasses both affective and evaluative elements, while also considering the individual's financial and emotional advantages. Hence, it refers to how much a person views a commercial or social entrepreneurship activity as good or bad based on its expected effects. An individual's positive opinion of commercial or social entrepreneurship increases their intention to participate in it. The driving force behind positive intentions is the anticipation of attaining the primary objectives, namely wealth generation and societal transformation (Rai, 2022).

Someone's faith in their ability to act is known as perceived behavioural control, or PBC (Ajzen, 1991). It's how easy or hard it is to pursue an interest, like starting a business (Ajzen, 1991). It is thought to depend on previous work as well as expected challenges and barriers. More work, perseverance, and intention towards desired entrepreneurial behaviour will result from being confident in one's entrepreneurial potential (Ajzen, 2002).

Armitage and Conner (1999) define a subjective norm (SNs) as beliefs about social coercion to act or not act based on normative or social beliefs. It demonstrates how much the community in which an Individual lives have an impact on intentions. Perception of societal pressure exists to start a business as desired. The way that is perceived varies after receiving approval for that behavior from the references (family, friends, etc.) (Ajzen, 2001). Actually, it is frequently a crucial social and environmental element that either encourages or discourages enterprise-related activities. Therefore, it ascertains the incentive to adhere to the perceived perspectives of important reference figures in our lives, such as our spouses, friends, parents, and relatives according to their expectations for behavior (Ajzen, 1991, 2005). An individual's attitudinal components will therefore strengthen the development of behavioral intention in the presence of positive SN (Armitage and Conner, 2001).

Put differently, when someone believes that they are under social pressure to start their own business, that belief pushes them to follow important people's beliefs (Ajzen, 2005). Acquiring the approval of those referents and fostering positive relationships are the fundamental reasons for adhering to subjective norms (McClelland, 1987). Similar to this, when society pressurizes one to start a business, confidence in one's performance will form behaviour intention. Thus, stronger behavioral intention will emerge as a result of the SNs.

In addition to influencing behaviour, SN incentives can reassure a positive outlook. Therefore, the attitude toward entrepreneurship will become more positive and stronger in the presence of stronger motivation obtained through positive social pressure, leading to the development of intention towards the behavior (Ajzen, 1991; Armitage and Conner, 1999). Social pressure from a famous social influencer can increase a person's desire to do social entrepreneurship. The above is especially true if the person feels that their decision to become a social entrepreneur is supported by societal expectations. As was already mentioned, social pressure from close friends and family members encourages expected behaviour and has a favourable attitude-altering impact. This attitude altering behaviour improves behavioural intention-attitude relationships. Same mechanism affects commercial entrepreneurial intention (Rai, 2022).

According to Linan (2004), entrepreneurship education is any teaching or training that fosters participants to become entrepreneurs by providing knowledge, skills, and business startup viability, desire, and goal. Like entrepreneurship itself, entrepreneurship education is a complex term, as noted by Gartner (1989). The environment surrounding entrepreneurship education is more varied and complex than Gartner (1985) first thought (Jones and Matlay, 2011). Therefore, in terms of the complexity of entrepreneurship, Jones and Matlay (2011) expanded on Gartner's theory and discussed about the characteristics of heterogeneity in entrepreneurship education and entrepreneurship that impact all stakeholders, including educational procedures, students, teachers, and institutions.

Matlay (2006) states that entrepreneurship education involves educators, students, the community, and organisations. This might add to the complexity of the topic. Every group involved in this process, whether providing or receiving entrepreneurship education represents a wide range of needs and scope. Therefore, entrepreneurship education can be used to describe a course or program that introduces students to entrepreneurship and provides the information and abilities needed for business startup.

The corpus of studies examining entrepreneurship education's impact on entrepreneurial intent establishes the program's efficacy (Sanchez, 2013). By focusing on student attitudes towards entrepreneurship rather than student start-ups, entrepreneurial education improves students' perception (Ferreira et al., 2017). Some scholars (Fayolle et al., 2006; Falkang and Alberti, 2000; Katz, 2003; Solomon, 2007; Piperopoulos and Dimov, 2015) believe that the intention matters in entrepreneurship behavior. Entrepreneurship education promotes entrepreneurship by increasing entrepreneurial intent. As a result, it is anticipated that entrepreneurship education will raise students' intentions to become entrepreneurs, both as potential business owners and as aspiring business owners (Rueda, 2010).

Through entrepreneurial intent and its roots, including attitude, perceived behavior control, SNs, and confidence, scholars have investigated the effectiveness of education in entrepreneurship (Ajzen, 1991; Piperopoulos and Dimov, 2015; Fayolle and Gailly, 2015). Reviewing entrepreneurship education found that it changes knowledge, attitude, confidence, skills, acceptance of viability, and entrepreneurship intent (Peterman and Kennedy 2003; Souitaris et al., 2007; Lüthje and Franke 2003). Such modifications support students who want to launch a business and pursue entrepreneurship (Othman et al., 2012; Nabi et al., 2017). Scholarly literature extensively documents how entrepreneurship education affects intent (Gupta et al., 2009; Guerrero et al., 2007; Zhang et al., 2014; Sanchez, 2013; Fayolle et al., 2006;). Studies have (Guerrero et al., 2020; Zhang et al., 2014; Gupta et al., 2009; Sanchez, 2013; Fayolle et al., 2006) found a strong entrepreneurial education-intention correlation. Other research (Hunjra et al., 2011) that looked at family history, personality, education, experience and previous exposure to entrepreneurship found a strong link between entrepreneurial education and business startup intents. Additionally, research revealed that students who took part in entrepreneurial education showed notable variations in their increased entrepreneurial intentions (Noel, 2001). Thus, entrepreneurial education affects students' intent, positive attitude, and career awareness (Packham et al., 2010; Chen and Sung 2011; Kolvereid and Moen, 1997).

Stirzaker et al., (2021) state that the primary factors that drive people engagement in unconventional forms of entrepreneurship are their interpersonal relationships and their desire to help others. By outlining the development and expansion of utilities for human welfare, the conceptual research that Ranville and Barros (2021) conducted provides background information for the creation of entrepreneurial endeavours with a socially and sustainably conscious perspective. According to Rodrigues and Hewig (2021), altruism seems to be a component that evolved from the fields of sociology, biology, and psychology. Pfattheicher et al., (2022) claim that acts of altruism are the deeds done with the goal of improving the lives of others. Rodrigues and Hewig (2021), posit that the propensity towards altruism originates from a person's social behaviour, which is exemplified by actions that are adapted to the specific conditions and are meant to improve the well-being of other people. Researchers Lyons et al., (2010) discovered that the generosity of one another is what drives people to work together to safeguard both the environment and the local population who live in it. This is the foundation upon which an environmentally conscious company can be built. In addition, research on environmentally responsible business practices has shown that compassion motivates individuals to assist others more than money. This suggests that helping those in need rather than achieving their own goals is what motivates them to be altruistic (Vuorio et al., 2017; Agu et al., 2021; Thelken and Jong, 2020; Saleem et al., 2018). Research has statistically demonstrated a link between generosity and SOEI (Thelken and Jong 2020; Kummitha and Kummitha 2021; Yasir et al., 2021; Vuorio et al., 2017).

Another set of variables that affect a person's SOEI is the incentives theories (Nhemachena and Murimbika 2018). There is a strong connection that can be drawn between the propensity of an individual to look out for

their own best interests and the extrinsic rewards that are bestowed upon them. According to Jamal Ali and Anwar (2021), a person who aspires to such lofty goals should be motivated by the prospect of achieving financial success and elevating their social status. Extrinsic rewards are expected to have a beneficial connection with one's SOEI because they are directly linked to producing economic value (Vuorio et al., 2017; Sher et al., 2020).

As stated by Ahmad (2018), the fulfilment of an individual's innate psychological needs results in their growth orientation, which is defined as intrinsic rewards. In recent academic work, Srivastava et al., (2022) highlight intrinsic rewards' main components, which include community feeling aspirations, pro-environmental values and Socio-emotional feelings. These factors significantly affect a person's sense of overall environmental impact (SOEI). In addition, Thelken and Jong (2020) discovered a connection between people's desire for intrinsic rewards and pro-environmental and pro-social attitudes. Thelken and Jong (2020), state that the environment and social aspects of environmentally responsible business are inextricably linked to these value systems that have been empirically proven.

Some studies have come to the conclusion that one of the primary reasons for SOEI is that there is insufficient emphasis placed on the importance of ensuring job security. According to Hur (2019), the definition of job security is an agreement between an employer and employee that is legally binding and that ensures the former's capacity to grow their business and pursue career advancement. Delanoë-Gueguen and Liñán (2018) state that a person's perceptions of risk and job security are two significant factors which impact their decision to pursue a career in entrepreneurship. These perceptions are important because they impact someone's decision to seek employment as an entrepreneur. Vuorio et al., (2017) found that individuals who are self-employed have a tendency to place a lower value on the stability of their employment than do individuals who work for companies. There is a correlation between the degree of risk that is perceived and the desire for job security, as indicated by the findings of research that was carried out by Dao et al., (2021).

A statistically significant inverse correlation has been found between the desire to maintain a stable employment situation and the aspiration to start one's own company (Dao et al., 2021). Additionally, those who choose to work in environmentally friendly environments are probably more aware of social and economic dangers. They also believe that the risk associated with this unusual form of business ownership is low because it requires them to identify and take advantage of society's and the environment's shortcomings and failures (Hoogendoorn et al., 2019). In addition, those who choose to work in environmentally friendly environments are more likely to believe that the risk associated with this unusual form of business ownership is low. According to recent studies findings, a person's sense of occupational efficacy and importance (SOEI) have an inverse relationship with one another. This suggests that a low job security score is probably the primary factor contributing to SOEI (Jamal Ali and Anwar 2021).

Academic research shows that self-efficacy may be a predictor of SOEI. "The belief that a person is capable of effectively carrying out the behaviour that is needed to achieve an ideal goal" is how Bandura (2006) defines self-efficacy. It is an event that is specific to a given task and considers the person's personality and surroundings as internal and external constraints, respectively, according to Boyd and Vozikis (1994). Studies have shown that self-efficacy motivates people to work for themselves or start their separate businesses (Sher et al., 2020; Hussain et al., 2021). Furthermore, a statistically significant correlation has been found by Kanten et al., (2016) in one's self-efficacy and their careers self-exploration attitude.

Moreover, scholarly investigations have established that environmental values exert an impact on SOEI. Lyons et al., (2010) define environmental values as an individual's benevolence and inclination to exhibit passionate and enthusiastic concern for the environment and diverse segments of society. Illustrating evidence by means of empirical Li et al. (2021) conducted a scholarly investigation that establishes a strong correlation between environmental sustainability and ethical considerations.

Nurishih et al., (2019) define sustainable entrepreneurship as launching a business with the intention of increasing public awareness of the state of the natural and social environments. Sargani et al., (2020) state that ecologically responsible companies should aim to meet environmental standards. Furthermore, considering the growing degradation of both society and the environment, it is evident that people's SOEIs should be encouraged to foster sustainable entrepreneurship (Saleem et al., 2018). Furthermore, Shepherd and Patzelt (2011) provide factual support for the hypothesis that possessing the appropriate mindset would raise the possibility of discovering an economically feasible opportunity. Peng et al., (2021) contribute to the argument that environmental values are an essential prerequisite for determining an individual's SOEI.

PAP and SOEI

According to personality theorists, one can predict a person's behaviour based on their personality. It is widely acknowledged that an individual's personality traits impact their behaviour and decision-making, ultimately impacting their performance as a business owner. This notion is supported by the results of many meta-analyses (Awwad and Al-Aseer 2021). Ciavarella et al., (2004) found that long-term company success is more common among entrepreneurs who have strong attributes associated with superior performance. Individuals that have certain personality traits tend to find entrepreneurship to be gratifying and enjoyable, which leads them to like participating in such activities. Conversely, when their initial business ventures are severely unsuccessful, people who lack the fundamental traits of a successful businessman may become disinterested in

the industry. According to Goldberg, (1993) the Big Five traits' reliable scale reflects almost every aspect of a person's personality. The Big Five traits of personality also predict business ownership (Zhao et al., 2010).

Extraverts are gregarious people who are more certain and adept in social situations than others. One's extraverted disposition indicates how easy they are in building communities. Extroverts are thus more likely to succeed as entrepreneurs because of the relationship between extraversion traits like excitement, confidence, social skills, outspoken nature, warmth, talkativeness, and power, and entrepreneurial abilities. According to Zhao et al. (2010) building relationships, communicating one's passion and vision, and negotiating are all essential leadership skills of entrepreneurs. People who are perceived as having higher levels of extraversion are frequently outgoing, extroverted, and capable of taking charge in social situations. For many, the allure of entrepreneurship is greater than that of conventional corporate governance techniques.

The value of relationships is emphasized by agreeableness when it is paired with collaboration and faith. Greater degrees of agreeableness are linked to traits like adaptation, evaluation, teamwork, and civility. Opinions about the relative importance of agreeableness to successful entrepreneurship have been substantially diverse in academic debate. Singh and DeNoble (2003) found that more agreeable entrepreneurs attend social gatherings than private company owners. People with strong agreements engage in social work since, unlike commercial businesses, it helps other people (Singh and DeNoble, 2003). However, others feel an entrepreneur must be highly agreeable to create a firm. According to Ciavarella et al., (2004), for instance, enterprises might boost profits by building consumer loyalty via trust and politeness. Thus, often growing modest businesses into big ones. Thus, assisting highly agreeable entrepreneurs build enormous organizations from modest firms.

Zhao et al., (2010) posited being conscientious affected achievement, organizing, planning, job motivation, care for others, and perseverance. Most researchers agree that conscientiousness indicates an individual's trustworthiness. According to Barrick et al., (2001), for example most accurate personality trait is conscientiousness for cross-professional employee's performance. Being an entrepreneur needs perseverance, hard effort, and clear objectives. The assumption that personality-matched jobs attract people indicates conscientious people may be entrepreneurs. Barrick et al., (2001) say conscientious persons are self-driven and successful. Additionally, they exhibit essential attributes for entrepreneurial success. Cognitive procedures make entrepreneurs attentive. Learnability and expertise are part of cognition. Through cognitive procedures, humans build distinct qualities depending on expertise. Conscientious persons prioritize learning valuable information and knowledge via determination and desire. Thus, they notice setting changes.

Neuroticism encapsulates techniques for managing stress and highlights the variations among individuals in adapting to a given circumstance. High neurotic individuals often exhibit fluctuating emotions, despair, inadequate self-worth, impulsivity, and are conscious of oneself, (Costa and McCrae, 1992). According to Barrick et al., (2001) High neurotic individuals often experience feelings of depression, anxiety, irritability, social insecurity, worry, and embarrassment. Fiske and colleagues (2010) contended that high neurotic individuals see even little irritations as unachievable and everyday circumstances as dangerous. Consequently, a person's entrepreneurial behaviour is adversely impacted by high neuroticism as most people with high neuroticism are stressed out, anxious, and emotionally unstable. Popular literature portrays entrepreneurs as upbeat people who maintain their composure despite experiencing tensions, uncertainty, and societal pressure. When others may be deterred by doubt in oneself, Entrepreneurs accept physical and mental strain to succeed (Zhao et al., 2010).

Magableh and Kannan (2023) claim risk-taking influences Japanese and Australian students' entrepreneurship. Yet Japanese students' pursuit of success influences their entrepreneurial awareness and interest. More than Japanese students, Australians' self-efficacy influences entrepreneurial awareness and ambitions. Overall, Japanese student personalities affect entrepreneurial awareness and goals more. Every instructional activity effectively advances the aim of entrepreneurship, which necessitates a drawn-out and intricate decision-making procedure (Lee et al., 2022). According to Samer Ali and Rashid (2023), many attributes, such as the desire for accomplishment, internal motivations, external influences, extravagance, and openness, are present in successful PWD business owners. The development of PWDs' entrepreneurial skills is fueled by these variables. According to Kumar and Shukla (2022), entrepreneurial self-efficacy better predicted entrepreneurship intents. Although creativity had a relatively little impact on entrepreneurial goals, proactive personality was also shown to have a considerable influence. Furthermore, the mediation research showed that although self-efficacy mediated creativity and entrepreneurial ambition, proactivity had a partially mediated effect on it. According to Hussain and Imran Malik (2018), proactiveness, self-efficacy of an entrepreneur, and university assistance components are important indicators of female students' inclinations to pursue entrepreneurship. Furthermore, research also revealed that entrepreneurship self-efficacy mediated proactive female students and entrepreneur objectives relationship.

Proactive personality increased entrepreneurship intent according to Zhang et al., (2022), which included both implementation and goal intention after controlling factors such as university grade and gender. This association was found on 228 females and 139 males among the 367 college students who made up the research sample. In addition, the participants included 166 sophomores, 119 freshmen, and 82 juniors, representing a range of academic levels. In order to foresee entrepreneurial objectives, Kumar and Shukla (2023) conducted research to verify the extension of TPB. Their study's findings confirmed that self-efficacy in entrepreneurship mediated between proactive and creative personality traits and entrepreneurial aspirations and entrepreneurial enthusiasm mediated entrepreneurship self-efficacy and intentions. Mustafa et al., (2016) state

that students' pro-active dispositions and aiding in the creation of ideas influenced their desires to become entrepreneurs. Additionally, the findings revealed, a student's proactive attitude greatly impacted entrepreneurship intents than university support. Proactive personality favourably affected entrepreneurial goals of Chinese students in both urban and rural areas, according to Hu et al., (2023). According to Biswas and Verma's (2021), the most significant precursor of entrepreneurial goals was the desire for accomplishment. The aspects of personality traits known as 'entrepreneurial alertness' and 'entrepreneurial attitude' were. According to research conducted by Koe Hwee Nga and Shamuganathan (2010), researchers found agreeableness improved all social entrepreneurship factors. On the other hand, openness resulted in increased creative output, expanded societal perspective, and increased financial benefits. Luc (2022) discovered that social entrepreneurs with diverse personalities exhibited distinct patterns of behaviour. The intent to engage in social entrepreneurship was hampered by neuroticism and conscientiousness, but was assisted by agreeableness, openness, and extraversion. It is necessary to investigate traits, risk-taking, and opportunity-recognition abilities in the correct order (Bergner et al., 2023) in order to understand how individual-oriented characteristics influenced the entrepreneurial intention. People who have higher levels of receptivity, conscientiousness, extraversion, and stability are more able to recognise the economic possibilities available to them. They could be driven to take chances because they feel guilty about the possibilities they passed up, which in turn drives their entrepreneurial spirit. Naz et al., (2020) discovered direct linkages between proactive personality with three self-efficacy measures, which in turn predicted specific self-efficacy. Proactive personalities and entrepreneurial aspirations were impacted by both general and specialized forms of self-efficacy. According to Upadhyay (2022), neuroticism has a negative impact on creative output, social network formation, and the long-term viability of social entrepreneurship ventures. A high level of agreeableness is beneficial to one's social networks, their capacity to maintain themselves, and their vision. Therefore, it can be inferred from the aforementioned research that not many of them concentrated on determining the connection between PAP and SOEI. Generation Z's moderating role between EEM and SOEI

. Dakhan (2023) found that EEM aspects (attractiveness, feasibility, and willingness to act) improved student intentions. The research also identified entrepreneurial activity correlation with objective and motivation. This research also showed that entrepreneurial motivation moderated. Using the PROCESS macro and structural equation model, Nițu-Antonie et al. (2023) discovered that desired sustainability entrepreneurship (PSED), feasibility (PSEF), and sustainable entrepreneurship goals (SEI), in addition to ecological values (EV), directly predicted sustainable entrepreneurship. These findings were based on the assumption that PSED, PSEF, and SEI were directly related to sustainable entrepreneurship. PSEF served as a mediator amid SEI and EV, whereas models of successful entrepreneurship (ERM) served to moderate the relationship. Anouba and Dechun (2023) show that risk-taking and sustainable firm objectives are positively and significantly linked via government subsidy policy moderation, risk assessment, risk attitude, and risk inclination. A substantial positive association was discovered to exist between entrepreneurship intent and risk-taking propensity by Aamir et al., (2021). This relationship was also found to exist between intent to initiate an enterprise and entrepreneurship attitude, risk-taking propensity with university as moderator and intent, and entrepreneurial attitude and intent. The above studies suggests that generation Z's moderating function between EEM and SOEI was not yet studied.

Khan et al. (2021) discovered that five characteristics of personality significantly impacted SOEI. In addition, the relationships between intention, neuroticism, agreeableness, and extraversion were altered by servant leadership. According to Pandey et al.'s (2023) research, participants' levels of social support, as well as their proxies for the big five traits of personality, significantly and positively affected their participation. in social entrepreneurship. It does not evident that gender had any effect on this connection. Students' aspirations to start their own businesses were still impacted by the Big Five traits. Both male and female social entrepreneurs shared agreeableness, openness to experience, extraversion, and emotional stability according to Bernardino et al., (2018). According to the findings of an ANOVA and logistic regression, agreeableness was the only personality characteristic that differed men and women who formed new social companies, and the results showed that women scored higher on this factor. The other traits of personality did not alter at all. Looi (2019) found no moderating effect of ethnicity on openness, change, and corporate objectives. According to the findings of Nungsari et al., (2023), proactiveness mediated self-esteem, internal locus of control (ILOC), and entrepreneurial ambitions (EI). It was possible for teenagers from low-income families to acquire emotional intelligence without the financial assistance of their parents thanks to proactiveness and ILOC. Significant improvements were made in proactive personality ratings as a result of the intervention, which suggested that training in entrepreneurship can enhance this characteristic. The research above show that generation Z has not yet been shown to moderate PAP and SOEI.

2. Conceptual model

On the basis of a comprehensive literature review (LR), Figure 1 illustrates the conceptual model in which SOEI is influenced by PAP and EEM, and the relationship between PAP, EEM, and SOEI is moderated by Generation Z.

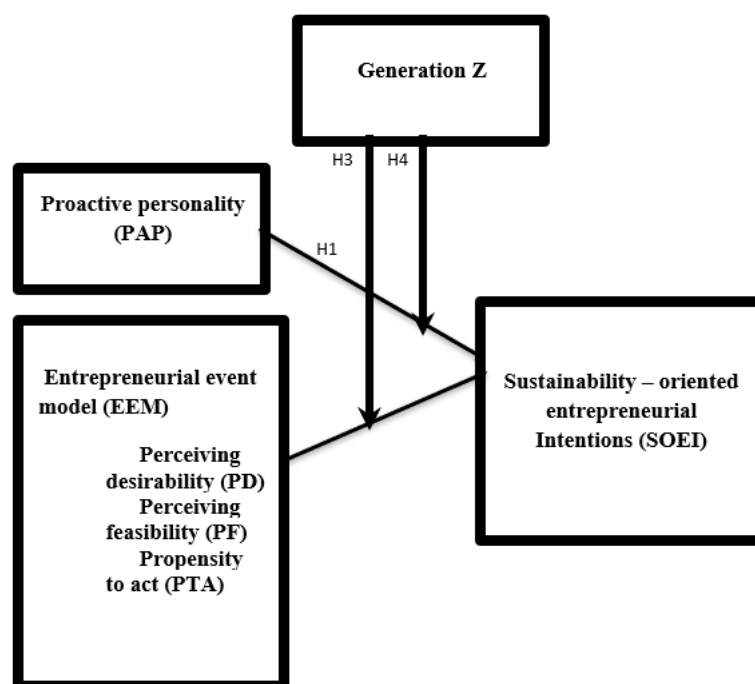


Figure 1: Conceptual model

Policy and Educational Implications

Both studies emphasize the importance of structured entrepreneurship education programs. Effective programs integrate practical experiences, interdisciplinary approaches, and support systems, such as mentorship and incubation centers. Policy recommendations include fostering inclusive environments that address gender disparities, promoting cross-cultural collaborations, and embedding sustainability in entrepreneurship curricula. Such initiatives can bridge gaps between intentions and entrepreneurial actions.

Conclusion

The findings of this research underscore the critical influence of proactive personality traits and the Entrepreneurial Event Model in shaping sustainability-oriented entrepreneurial intentions. Generation Z's distinct characteristics, such as their technological adeptness and value-driven approach, amplify the impact of these constructs. By moderating the relationships between EEM, PAP, and SOEI, Generation Z demonstrates a unique predisposition towards sustainable entrepreneurial ventures, aligning economic ambitions with environmental and societal benefits.

The study highlights the importance of fostering supportive environments, both academic and professional, to nurture entrepreneurial traits among Generation Z. Policymakers, educators, and industry leaders must emphasize sustainability-focused training and opportunities that align with this generation's aspirations. By doing so, societies can empower Generation Z to lead the shift toward innovative, sustainable business practices, ultimately contributing to global economic and ecological well-being. This research not only enriches the academic discourse on entrepreneurial intentions but also serves as a foundation for practical interventions aimed at harnessing the potential of Generation Z for sustainable development.

References

1. Anouba, A. A., and Dechun, H. (2023). Risk-Taking and Sustainable Entrepreneurship Intention in CÃ´te d'Ivoire SMEs: Moderating Role of Government Subsidy policy. *International Journal of Science and Business*, 22(1), 126-138.
2. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
3. Bandura, A. (1986). *Social foundations of thought and action: a social cognitive theory*, Englewood Cliffs, N.J.: Prentice-Hall, Englewood Cliffs, N.J.
4. Bandura, A. (1977). *Social Learning Theory*. Englewood Cliffs, N.J.: Prentice-Hall.
5. Bateman, Thomas S., and J. Michael Crant (1993). "The Proactive Component of Organizational Behavior," *Journal of Organizational Behavior* 14(2), 103-118.
6. Bird, B (1988), 'Implementing Entrepreneurial Ideas: The Case for Intention', *The Academy of Management Review*, 13, (3), 442-453.

7. Blanchflower, D. G. and Shadforth, C. (2007), 'Entrepreneurship in the UK. Foundations and Trends in Entrepreneurship, 3, 257-364.
8. Burger, Jerry M. (1985). "Desire for ' Control and Achievement-Related Behaviors," Journal of Personality and Social Psychology 48(6), 1520-1533.
9. Buss, A., and S. Finn (1987). "Classification of Personality Traits," Journal of Personality and Social Psychology 52(2), 432-444.
10. Chen, S. C., and Sung, M. H. (2011). The entrepreneurial intention for university students. Leisure Industry Research, 9(1), 47-60.
11. Ensari, M. S. (2017). A study on the differences of entrepreneurship potential among generations. Research Journal of Business and Management, 4(1), 52-62.
12. Falkäng, J., and Alberti, F. (2000). The assessment of entrepreneurship education. Industry and Higher Education, 14(2), 101-108.
13. Gartner, W.B. (1985), "A conceptual framework for describing the phenomenon of new venture creation", Academy of Management Review, Vol. 10 No. 4, pp. 696-706.
14. Gartner, W.B. (1989). Who is an entrepreneur? is the wrong question. Entrepreneurship: Theory and Practice 13(4):47-68.
15. Guerrero, M., Urbano, D., and Gajón, E. (2020). Entrepreneurial university ecosystems and graduates' career patterns: do entrepreneurship education programmes and university business incubators matter?. Journal of Management Development, 39(5), 753-775.
16. Kolvereid, L and Isaksen, E (2006), 'New business start-up and subsequent entry into selfemployment', Journal of Business Venturing, 21, (6), 866-885.