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THE ROLE OF SOCIAL ECONOMIC RESOURCES TOWARDS ENTREPRENEURIAL INTENTIONS

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ABSTRACT

Educating students about entrepreneurship and business studies has become need of the hour today. Limited availability of jobs in the country and ever-growing cost of living has made it imperative that students who have graduated recently must start their own business instead of waiting for some job offer. This will boost economic activity thereby creating more job opportunities for generations to come. Some of the previous studies have discovered that entrepreneurship learning has a significant outcome on entrepreneurial intention; but some studies also reported on the contrary, advising the need to further study social and economic aspects in this regard. This study has examined the association between social and economic resources and entrepreneurial intentions along with moderating role of entrepreneurial passion. The first part featured the introduction to the study which was followed by hypothetical model as well as conceptual model and relations. Finally, a hypothetical model was proposed creating a version of the philosophy of planned behavior followed by conclusion and suggestion for further research. This is a quantifiable study using a self-report analysis for data collection. The hypotheses were examined with 276 graduation and post-graduation students sample applying the partial least squares method. The outcomes showed a positive indirect relationship between entrepreneurial intentions and the perceived value of social-economic resources via their

entrepreneurial attitudes. This study will assist the emerging researchers in the field of entrepreneurship teaching and will add some aspects that should be taken into account to expand entrepreneurship teaching programs.

INTRODUCTION

Pakistan, which is the quickest developing economy, has additionally unquestionably accepted the significance of business instruction and made it mandatory across the country. Then, the Government of Pakistan has arranged a national vital inventiveness to support monetary development and advancement with the goal that manageable financial improvement can be figured out. At the focal point of this asset, Pakistan's instructive organizations, particularly colleges, have created numerous inventive frameworks, (for example, endeavors past standard educational program configuration) to impart business training. Such is the instructive objectives of youngsters to build up their enterprise and, more significant, their disposition and expectation to pick business openings.

Specifically, while some past investigations have indicated that business instruction has improved business center and ability in training. It advances business conduct, aims, or practices (Bae, Qian, Miao, & Fiet, 2014) and promotes business behavior, intentions, or behaviors. Others discover something contrary to the negative effect of business training. ((Kraus, 2015). This debilitating impact is probably going to happen as understudies become more precise about their capacity and asset requirements in making business instruction progress. These blended impacts recommend that there might be natural factors that influence the general effect of business instruction.

Problem Statement

Preceding studies that measured the direct relationship between entrepreneurial orientation and entrepreneurial intentions have documented unpredictable results. With the indirect measurement (Y. Chen & He, 2010) measured perceived social environment and entrepreneurial intention, mediated with entrepreneurial self-efficacy, and found a significant mediating influence in China. (Nasurdin, Ahmad, & Lin, 2009) studied a model of entrepreneurial intention, mediated with perceived desirability, and found insignificant mediating influence in Malaysia. (Chuluunbaatar, Ottavia, & Kung, 2011) measured entrepreneurial intention and entrepreneurial behavior, moderated with social capital, and found significant moderating influence in Taiwan. And the study is also available on the moderating effect of the social environment on the relationship between entrepreneurial attitude and entrepreneurial intention. To expand the study, there is a need to purify research to add entrepreneurial passion in the study. In this regard, this study should explore to guide other researchers in getting maximum benefit. This is the focus of this study as it tries to fill this gap.

Research Questions

- i. What is the consequence of the observed value of university-owned resources on entrepreneurial attitude?

- ii. What is the outcome of the observed value of regulatory environment resources on entrepreneurial attitude?
- iii. What is the result of the observed value of social environment resources on entrepreneurial attitude?
- iv. What is the consequence of entrepreneurial attitude on entrepreneurial intention?
- v. Does entrepreneurial attitude mediate the relation between resources (university-owned resources, regulatory environment resources, social environment resources) and entrepreneurial intention?
- vi. Does entrepreneurial passion moderate the relation between entrepreneurial attitude and entrepreneurial intention?

Research Objectives

- i. To check the effect of the perceived value of university-owned resources on entrepreneurial attitude?
- ii. To examine the influence of the perceived value of regulatory environment resources on entrepreneurial attitude?
- iii. To identify the effect of the observed value of social environment resources on entrepreneurial attitude
- iv. To study the impression of entrepreneurial attitude on entrepreneurial intention.
- v. To examine the entrepreneurial attitude, mediate the relation between resources (university-owned resources, regulatory environment resources, and social environment resources) and entrepreneurial intention?
- vi. To examine entrepreneurial passion, moderate the relation between entrepreneurial attitude and entrepreneurial intention?

Significance of the Study

The outcomes of the study will provide useful information in the field of entrepreneurship and will help the researchers, readers, policymakers, and government to discover the consequence of student gratification on the long term and different growth of entrepreneurship in Pakistan. This study will deliver an understanding of service quality and student gratification in the entrepreneurship sector of Pakistan.

The investigation will also give a few recommendations to the government for advancement of their administration's accommodated enterprise. The proposed examination will likewise give a comprehensive analysis about the effect of consumer loyalty on the benefit and long haul maintainability of business foundations in Pakistan. The proposed examination will also shed light on the advantages to all the partners concerning strategy advancement in the field of enterprise.

Definitions of Key Terms:

Entrepreneur

“A person who sets up a business or businesses, taking on financial risks in the hope of profit”.(Jiang & Klein, 2002)

Entrepreneurship

“Entrepreneurship is the practice of starting new organizations or revitalizing mature organizations, particularly new businesses generally in response to identified opportunities.”(Onuoha, 2013)

“Entrepreneurship is the process in which a person looks for opportunities to execute their business plans. It is the talent of a person to turn ideas into a small business Entrepreneurship is an energetic process of vision, change, and creation.”

“The extent to which the individual needs to create something on their own by developing a new product or service, by building a new business enterprise through financial manipulation, or by starting and building a business of their own.”(Igbaria & Baroudi, 1993)

Entrepreneurship attitude

“Entrepreneurship is an attitude; it represents how you think and act. It's not just a business term anymore; for more and more people, entrepreneurship is a way of life.” (Wagner Mainardes, de Almeida, & de-Oliveira, 2019)

Entrepreneurship Intention

“Entrepreneurial intention according to (Ajzen, 2011) is a set of motivational factors that influence behavior, which shows how hard people are willing to try and how much effort will be planned to be deployed in entrepreneurship.”

Entrepreneurship passion

“Entrepreneurial passion is a motivational construct characterized by positive emotional arousal, internal drive, and engagement with personally meaningful work that is salient to the self-identify of the entrepreneur.”(Cardon, Sudek, & Mitteness, 2009)

LITERATURE REVIEW

Customer Experience Management

Behind this investigation, we reveal the client experience as an understudy venture with the specialist organization. This, over various touch focuses, qualifies an understudy's involvement in an instructive program. (Gerhard-Herman et al., 2017) Found that organizations that had "contact point direction" underscored the capacity to deal with or impact all touch focuses in nature - some touch focuses are inner to these organizations. This methodology gives a helpful setting for planning a viable business enterprise training program that considers correspondence focuses on three sorts of understudy assets: an educational program/extracurricular, administrative, and social assets. The educational plan/extracurricular touch focuses are managed/claimed by the colleges, contingent upon the degree of instruction. The last two sorts of understudy asset contact focuses can be one-sided/encouraged by colleges. Beneath, we talk about them independently.

University Entrepreneurship Curricular/Extracurricular Resources

College addresses about entrepreneurship inspiration essentially on chance mindfulness about entrepreneurship by instruction understudies different parts of beginning and maintains a business (Oosterbeek, Van Praag, & Ijsselstein, 2010) Common topics incorporate developing information and abilities that expand the possibility of beginning a business and achievement of businesspeople (Boyles, 2012), perceiving and propelling innovative energy (Dou, Zhu, Zhang, & Wang, 2019), and getting ready strategic plans just as making new pursuits (Rasmussen, Moen, & Gulbrandsen, 2006). Different earlier investigations, over a wide assortment of settings and nations, have discovered that entrepreneurship addresses are esteemed to understudies

College addresses (college training addresses) center around instructing understudies through the different parts of beginning and continuing a trade. (Oosterbeek et al., 2010). Basic points incorporate mounting information and abilities that improve the probability of beginning an enterprise and the accomplishment of business visionaries (Boyles, 2012), perceiving and advancing a business battle (Gibb, Fergusson, & Horwood, 2008), and also delivers business proposals. As new undertakings create (Rasmussen et al., 2006). Different settings and different earlier investigations in nations have indicated that enterprise addresses are significant for understudies. Considering the previously mentioned, school asserted endeavor preparing means, curricular or extracurricular, may work sifted through to grow understudies' spearheading self-reasonability, and thusly sway understudies' care and getting a charge out of being a business visionary, or their inventive attitude (Autio, Thorsteinsson, & Olafsson, 2012).

Student Associations

The quick advancement that the Internet has experienced starting late Information development has animated the improvement of Web 2.0 (C.-M. Chen et al., 2012), making a social stage that licenses customers to share information, assessments, and experiences about the things and organizations they (Gibreel, AlOtaibi, & Altmann, 2018).). Search decisions and help spread the news. With the rising of web shopping and electronic life, buyers have begun to bestow their experiences about things with online examinations (Phua, Jin, & Kim, 2017). Online analyses are seen as a collection of experiences, attitudes, and sentiments conveyed by clients (Floh, Koller, & Zauner, 2013) that grant coordinated effort with customers who increase a thing or organization on the web. Make, circulate, and review the information before you do (Hajli, Lin, Featherman, & Wang, 2014). As per the Mexican Internet Association (Hernández Hernández) 2017, shopper criticism and companion inspected audits are significant variables to consider when shopping on the web in Mexico. Some optimistic or bad input communicated by current, potential, or past clients about a specific item or organization that is made accessible to numerous people and associations using the Internet is alluded to as Electronic business addresses (Hennig-Thurau, 2004). Clients can be classified into dynamic and dormant people as indicated by their conduct. Dynamic clients make and offer their encounters by posting assessments and appraisals on

different social stages (Huang & Benyoucef, 2013). Dormant clients survey data and invest a large portion of their energy understanding remarks and encounters shared by different customers through social media (Y. Wang & Fesenmaier, 2004). A web-based shopping choice is more unpredictable than a disconnected buy choice because nobody can characterize the physical properties of an item electronically, which can prompt questions (K. Park et al., 2009). Online surveys are characterized by three components: amount, quality, and notoriety (J.-S. Park, Chae, Chung, & Lee, 2011) The measure of remarks given on electronic stages imply the number of posts disclosed through a web page (Ruiz, 2010). So that their certainty is solid and the danger of committing errors in it is diminished. In the buying procedure, clients search for a reference to make a decision (Gibreel et al., 2018). The measure of online surveys can be viewed as fortunate or unfortunate, contingent upon the client's past understanding (Adare et al., 2015). The quantity of distributed conclusions influences the buying expectations of possible clients (Rhee et al., 2008). (Bhattacharjee & Sanford, 2006) noticed that the nature of online critique alludes to the intensity of conviction and conviction communicated in remarks. Effect of value and lucidity of data distributed by different clients in buying choices (Cheung & Thadani, 2010), where shoppers for the most part have targeted and clear opinions (Li et al., 2017). The believability saw by the customer is crucial in the beginning phases of the influence procedure (Rieh & Hilligoss, 2008)

On the off chance that graduated class affiliations had a more satisfactory fellowship with their social society, the improvement of the advertising market in the Spanish progress, for example, may have been not quite the same as what it was. Had they had a higher load in the mentality power organs of arranging territories of training, the market, and the legitimate framework, the connection among themselves and center and long haul results may have been something more. (Arceo, 2004) had the option to demonstrate that advertising organizations and advertising/correspondence divisions of open and political establishments, in Spain, don't for the most part work with two-way models. If they somehow managed to relinquish single direction models, doing so would be commensurate to doing formal examination while arranging, propelling, and assessing advertising projects or battles (presently they will in general utilize working hypotheses more than scientific speculations to determine advertising issues) (Toth, Serini, Wright, & Emig, 1998)

Career Guidance

(Friedman et al., 2009) deciphered the noteworthiness of vocation direction in college settings from two points of view, (I) the necessities of understudies, and (ii) advancement of the college. For understudies, professional arranging can assist them with defining individual objectives and settle on current and future bearings. Such professional direction is useful to them in conquering any false impressions in picking vocations, in choosing their examination ways, and in distinguishing their likely qualities to upgrade their intensity for positions. Successful professional direction furnishes rules with a drawn-out vision for vocation arranging, from which understudies can profit by understanding their actual potential throughout everyday life. For colleges, the professional direction can help advance essential changes in instructing and can improve

work rates for their alumni, accordingly upgrading the notoriety of a college. Taking care of the issue of business isn't just identified with college understudies and their families, yet in addition to the colleges' notorieties, and even to the nation's legislative issues, development of the economy, and keeping up an amicable society (G. Chen, Li, Ye, & Wu, 2009). All things considered, the influence rich nature of a libertine product (Botti & McGill, 2011) is required to trigger an instinctive conduct reaction as per the way that the purchaser's demeanor depends principally on feelings (Dommer & Swaminathan, 2013). Then again, in circumstances when the buyer faces a decadent alternative, buyers ascribe higher centrality to experiential advantages, in this manner inciting a lower-request process that outcomes in a powerful reaction (Palazon & Delgado-Ballester, 2009). It could along these lines be proposed that examination generally attributes customers' item mentalities as affected by successful reaction segments in epicurean decisions, accepting that the primary target is joy. Building on (Edvardsson, Enquist, & Johnston, 2005) fundamental investigation, which suggested that some item classifications are viewed as intrinsically decadent or utilitarian, (Pham & Avnet, 2009) contends that we should likewise think about buyers' viable states. It is imperative to explain upon the compelling segments engaged with the choice procedure to characterize how purchasers structure perspectives towards epicurean items. As such the term 'influence' will be utilized as an umbrella term for the subordinate class of feeling states 'that covers distinctive full of feeling wonders' (Volgsten, 2019), incorporating both mind-set and feelings (Forgas & Ciarrochi, 2002). The way to deal with vocation direction should be adaptable and receptive to understudies' needs and interests, and nearby conditions. It is important to make a system of assets and apparatuses that make vocation direction more inside and out, applicable, and open.

One case of this is the Occupational Information Network in the United States. Another model is an on-line course made at Fudan University in China. Understudies at Fudan can see 50 diverse video meetings as a component of a vocation direction seminar on-line by entering their login names and passwords. This online course is in four sections: professional evaluation, livelihoods presentation, educational program study, and vocation advising. Tianjin Normal University gives a genuine case of utilizing programming applications for professional evaluation and arranging. That foundation utilizes Career sky programming to offer self-administration for understudies in vocation training. The Career sky online profession arranging framework is the most generally utilized and has all the earmarks of being sensibly effective (Sun & Yuen, 2012). In light of the issue of lacking instructing workforce to support the zone of vocation direction, a few colleges have assembled autonomous learning channels for understudies, for example, a site giving applicable data on profession matters, making accessible proper print assets for nothing out of pocket, and sorting out pertinent gatherings.

Regulatory Environment Resources

About college business instruction, we focus on two administrative condition assets: enterprise benevolent arrangements and government subsidizing openings that can be coordinated into the excursion plan of enterprise training.

With regards to University Entrepreneurship Education, we center around two ecological disciplinary assets: enterprise approaches and government financing openings that can be coordinated into a business training travel plan. Business amicable strategies are associated with the arrangement of a productive situation and air for business people (Hart, 2003). Such policies encourage people to participate in entrepreneurial activities and increase the existing rate of start-ups. Many Pakistani universities work closely with public policymakers to create school-based incubators, preferential policies for college entrepreneurs (e.g., tax breaks and reduced fees), and coaching services on new business regulations. Likewise, public backing opportunities or availability is found to be linked to people's participation in entrepreneurial activities. Such approaches urge individuals to take an interest in enterprising exercises and increment the current pace of new companies. Numerous Pakistani colleges work intimately with open policymakers to make school-based hatcheries, particular strategies for school business visionaries (e.g., tax cuts and decreased expenses), and training administrations on new business guidelines. Moreover, open sponsorship openings or accessibility is discovered to be connected to individuals' interest in pioneering exercises (Autio et al., 2012). In Pakistan, such money related help can appear as either government-supported subsidizing programs (e.g., low-premium advances or value assets) or appropriations (e.g., clinical protection sponsorships). These sorts of assets are regularly conveyed through or encouraged by college-based business instruction programs. At the point when colleges help out administrative condition assets and carry understudies to close contact with business enterprise agreeable strategies and open financing openings, such understudy asset communications will improve the understudies' excursion experience (e.g., from figuring out how to doing) in enterprise instruction.

Social Environment Resources

University understudies ordinarily need direct involvement with beginning a business. This absence of experience or certifiable abilities is referred to as the most significant boundary to enterprising exercises (Eesley & Wang, 2017). Universities, with their graduated class systems and associations with business networks, can carry experienced people to grounds to encourage the trading of innovative information and experience (Gauthier et al., 2006). In Pakistan, through setting up business visionary/chief clubs and warning sheets, numerous enterprise instruction programs expect to include high effect people to share their experience/information with understudies, shutting the experience hole around there. Certainty is a basic segment of exercises that comprehend the web (Gibreel et al., 2018). Online trust implies that when you distinguish an online exchange (M. K. Lee & Turban, 2001), there is a danger of the dealer's activities, in light of the desire that the merchant will act sincerely without abusing the client's hazard. I work (C.-H. Lee, Song, Jang, & Cha, 2013). The absence of trust is viewed as a significant obstruction that could decrease the selection of online business (Clayton et al., 2019). Certainty is a multifaceted factor that incorporates: prosperity, trustworthiness, and capability (Clayton et al., 2019). Keen on making helpful connections, staying away from sharp circumstances (Ou, Pavlou, & Davison, 2014). Shoppers feel that electronic media is sheltered when they don't reveal individual data, and people have a constructive goal to

impart data to others via web-based networking media (Hau & Kim, 2011). Trustworthiness is the conviction that outsiders will carry on truly, stay faithful to their obligations, and can be trusted to make the best decision (Baek et al., 2012). Capability alludes to the way that the site has the specialized and business framework to do its exercises successfully. Promoting long haul exchange relations (Casaló, Cisneros, Flavián, & Guinalú, 2008). In the online condition, trust is more applicable because of the unnatural idea of internet business, as it assists buyers with conquering the impression of hazard (Bai, Yao, & Dou, 2015) because they Face the test of buying items and the administration of an obscure dealer (Tajvidi, Lin, & Hajli, 2019). In developing markets, adjusting data prompts a lower level of trust in the site accessible to customers. E-commerce (Wagner Mainardes et al., 2019) is a significant hindrance to beating this circumstance.

In rundown, past work that deliberate the immediate connection between innovative direction and pioneering aims have perceived conflicting outcomes. With the circuitous estimation (Y. Chen & He, 2010) estimated apparent social condition and enterprising aim interceded with innovative self-adequacy and found a critical intervening impact in China. (Nasurdin, Ahmad, & Lin, 2009) considered a model of pioneering goal, interceded with apparent attractive quality, and discovered irrelevant intervening impact in Malaysia. (Chuluunbaatar, Ottavia, & Kung, 2011) estimated pioneering expectation and enterprising conduct, directed with social capital, and discovered critical directing impact in Taiwan. Consequently, a restricted report is accessible on the directing impact of the social condition on the connection between pioneering disposition and enterprising goal. This is the focal point of this examination as it attempts to fill this hole.

Entrepreneurial Experience

Past exploration believes understudy relationships to be significant in creating administrative abilities (Padilla-Angulo, 2019). For example (Rubin, Bommer, & Baldwin, 2002) find that understudies who are individuals from understudy affiliations display prevalent correspondence, activity, dynamic, and cooperation abilities contrasted with understudies who are not individuals from understudy affiliations. As a result, understudy affiliations participate in numerous exercises that require administrative abilities, including the association of occasions (for example workshops, rivalries of various sorts, shows, social visits, trades, and gatherings); scanning for backers, and fund-raising for occasions, rivalries, or helpful activities; overseeing reserves; organizing; defining objectives and time the board; correspondence and open talking that is, PA reflects convictions and recognitions about business enterprise. Affiliations are understudy driven and, as Pitt away et al. state, they 'permit understudies to take part in experiential learning and permit them to adapt cooperatively in a steady situation' where they can face challenges and fall flat. In affiliations, understudies 'can learn in a place of 'relative security.' The learning condition is cooperative and they have a chance to try out their aptitudes without experiencing significant dangers '(Matlay, Pittaway, & Edwards, 2012). The significance of experience and instruction has been broadly perceived, particularly for the expanded information it gives (Fairburn,

Cooper, & O'Connor, 1993). A series of authors pointed out that, in certain instances, consumers are driven not exclusively by pleasure but engage in the consumption of aesthetic products for symbolic motivations linked to status enhancement and identity communication. Due to the affect-rich nature of aesthetic products, consumers will engage in the consumption of these goods exclusively because of emotionally based factors. However, an alternative motivational dimension involved in the consumption of aesthetic products emerged from the review of the literature. The following chapter will provide an exhaustive overview of consumer decision-making instances and discuss how existing literature has approached the distinction of these processes, depending on product-related and motivational factors. Specifically, the literature assumes that pleasure attainment goals will motivate the consumption of hedonic products. Within the hedonic products literature, aesthetic goods, like arts and culture exist as their subcategory, which evokes pleasurable experiences

Alumni Funding

An essential part of IA is constructing and overseeing connections (Maiter, Simich, Jacobson, & Wise, 2008). IA practice is foreseen in American HEIs: graduates comprehend and hope to get graduated class periodicals and get-together solicitations and hope to be approached to make a gift to their institute of matriculation. The job of the HEI is to utilize IA practice to start activity at each phase of the relationship-building cycle: define affiliation, fabricate affinity, encourage commitment, and secure help. Each phase of this worldview depicts the advancement of graduated class through the relationship from virtual outsider to dear companion. Certain parts of IA are well on the way to work at each stage: correspondence is connected to proclivity; graduated class relations to commitment; and raising money. An HEI deals with all stages at the same time, perceiving that every former student/alumna is at an alternate stage in the relationship with their place of graduation. A former student/alumna advances in an intelligent arrangement, each phase in turn from alliance through to help, or separates from the cycle by done interfacing with the establishment. Similarly, a graduate/alumna may reconnect in the cycle, as a rule by restoring a fondness with the organization. Graduated class, by going to an HEI, has a characteristic, changeless institutional connection. Every former student/alumna is identified and classified in a few partners, for example, by 4th year, field of study, or understudy society investment. The test for HEIs at the affiliation stage is to find and record joins between the graduate/alumni and the establishment. (Gallo, 2012)

Social Network Capital:

The idea of social capital follows its foundations to crafted by (Luiz Coradini, 2010) with resulting expansion by (Burt, 2001). Social capital can be considered as 'the total of the honest or possible assets which are associated with the possession of a tough arrangement of beautiful much-standardized networks of joint associate and recognition'. (Luiz Coradini, 2010) Social capital can be understood as a kind of capital, as budgetary or human capital, that is connected in the influences among individuals, and can be estimated at the separate or

gathering level. (Putnam, 2001) outlined two vital kinds of social capital: holding and adventure over. Holding social capital portrays profits by close to home connections, which may incorporate passionate help, physical aid, or other 'huge' benefits, (for example, readiness to credit a generous whole of cash). Spanning social capital, the advantages got from easygoing colleagues and associations, can likewise prompt substantial results, for example, novel data from inaccessible associations and more extensive world-sees. Observational examination affirms the handy significance of connecting social capital. In (Granovetter, 1983) chip away at 'the quality of feeble ties', powerless ties in an interpersonal organization were bound to have data not controlled by the individual or by the person's solid ties. Similarly, (Boase & Wellman, 2006) found that those with a more extensive scope of occupations spoke to in their group of friends were bound to get help doing things like changing employments or discovering wellbeing data. (Luiz Coradini, 2010) defines the capability of personalities or clusters to contact funds rooted in their social network. Social capital can be renewed to other types of capital such as favors (human capital) or new information (intellectual capital) (Resnick, 2005). Correspondence is a key construction of many treatments so social capital, both a label summed up and an individual level. (Jackson, Gillaspay Jr, & Purc-Stephenson, 2009) characterizes social capital as "interest in social relations with expected returns in the commercial center" (p.19). In this confining, social capital is made through social associations and the desires for future social assets the yen sexual orientation. Social capital is regularly isolated into "crossing over" and "holding" (Putnam, 2000); these classifications portray assets inserted in various kinds of connections. Ties that associate various bunches inside a network, often called "spanning" ties, help engender novel data over those groups (Burt, 2001). As elucidated beneath, more vulnerable ties, (for example, a companion of a companion) are bound to connect ties and hence give access to novel data (Granovetter, 1983) and differing points of view (related with crossing over social capital). More grounded ties, then again, are described by numerous iterative cooperation and more significant levels of trust, backing, and closeness; these ties regularly give access to the more considerable types of capital transformation-related withholding social capital (e.g., a budgetary advance). Facebook systems contain both solid and powerless ties (Bakshy, Rosenn, Marlow, & Adamic, 2012). Since people of tense different channels to speak with solid ties and fewer channels to collaborate with more vulnerable ties (Haythornthwaite & Hagar, 2005), the focal point of this examination is crossing over social capital since we are keen on how Facebook empowers more noteworthy access to assets held by more fragile ties, who not at all like solid ties may not be accessible through different channels.

Entrepreneurial Attitude and Intention:

The hypothesis of arranged attitude (Ajzen, 2011) allude to one's expectation to quality a given attitude is the significance of one's behavior toward the conduct—the more most loved one's nature toward conduct, the higher his/her aim toward that conduct. In height of this current, one's innovative disposition is astounded to host to his/her enterprising aim; the aim to online can be depicted as a factor anticipating customer conduct towards a procedure to conclude arrangements utilizing the Internet (Wagner Mainardes et al., 2019). The goal

to online is for the most part thought to be the aftereffect of an assortment of setting off variables that buyers have encountered. Empowering factors in developing markets may vary from those in created markets as developing markets experience consistent changes that influence buyer conduct (Fastoso, Whitelock, Bianchi, & Andrews, 2012). Among the numerous factors that may impact purchaser conduct in the online setting, we present in the current investigation the connection among trust and saw hazard (Bai et al., 2015), and saw online audits. Break down utility (Shin et al., 2009) and trust (Clayton et al., 2019). Moreover, we investigated the expected effect of online reviews (Lundwall, 2009), trusts and saw dangers. Check online enterprising disposition and aim.

Entrepreneurial Passion:

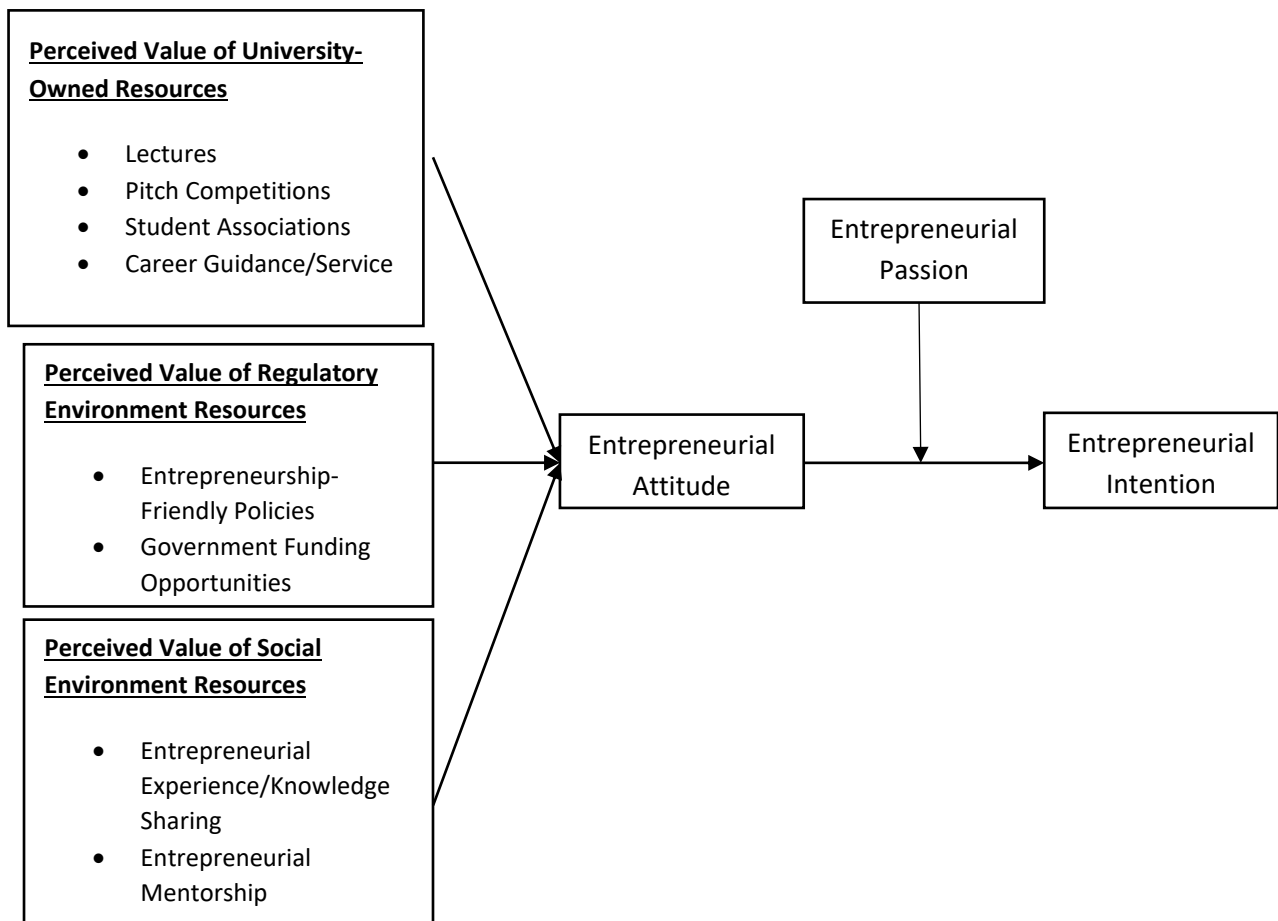
Entrepreneurial passion energy includes an "extraordinary full of feeling state that bears psychological and social indications of high close to home value" (X.-P. Chen, Yao, & Kotha, 2009). It includes serious and positive emotions that entrepreneurs experience when they are occupied with key exercises related to jobs, (for example, originator) that are basic to the self-character of the entrepreneur (Cardon et al., 2009). The two key parts of entrepreneurial passion appear to be that 1) it includes constructive and serious sentiments, and 2) the object of these emotions is significantly by and by important to the business visionary. It tends to be hard for untouchables to decide the individual importance of exercises or occasions to a business person, so the discernible part of enthusiasm is the force of the constructive sentiments that a business person shows. While business visionaries can unquestionably show true feelings to others, for example, representatives (Cardon, 2008) or potential speculators researchers decided sometime in the past that people can utilize passionate work to show feelings they don't feel or shroud feelings they do feel to make sure about more constructive results for themselves or their associations. (Cardon et al., 2009). Likewise, various parts of how an entrepreneur shows passion may be significant, including full of feeling, psychological, and conduct viewpoints. (G. Chen et al., 2009) define passion as an extreme emotional expression that is joined by intellectual and social indications of high close to home estimation. They talk about full of feeling energy, which when shown is likened to eagerness, and propose that the emotional experience of enthusiasm will in general be joined by intellectual excitement (I can't quit pondering my business) and practices to follow up on that passion (G. Chen et al., 2009). Specifically, they contend that notwithstanding energy, speculators will focus on the intellectual readiness of an entrepreneur that is likely connected with enthusiasm. We concur that financial specialists may well consider how arranged a business visionary is for an introduction and survey how much reasoning they have done about their business; their readiness. Truth be told, (G. Chen et al., 2009) found that for understudy strategy introductions, business plan strategy judges (for example investors, VCs, and people from budgetary organizations) gave more consideration to readiness than to the showed energy of understudy moderators. The substance of the marketable strategy itself was a higher priority than the way where the pitch was conveyed. Reliable with their discoveries and the hypothetical contentions above, we suggest that Investors may likewise consider how dedicated a business person is to the business as far

as their practices. The perceived threat is considered a major obstacle to the development of e-commerce (Malaquias & Hwang, 2016). The risk of having profitable and uncertain results when shopping online can be defined as the perception of the consumer. (J.-S. Park et al., 2011). Thus we must differentiate between the passion or more general positive effect experienced by entrepreneurs that other scholars have looked at (Cardon et al., 2009), the passion entrepreneurs choose to display, and passion as perceived by others such as angel investors.

Underpinning Theory:

The theory of planned behavior (Parker, Manstead, & Stradling, 1995) recommends that a personage’s intent to achieve a given behavior is the result of the personage’s attitude to the behavior. The more satisfactory one’s intent to a behavior, the higher his/her intention toward that behavior. The Theory of Planned Behavior (TPB) started as the Theory of Rational Deed in 1980 to expect a personage’s intent to involve in behavior at an exact time and place. The theory was planned to enlighten all behaviors over which people can apply self-control.

Model of Study



H1: There is a significant relationship between observed values of university-owned resources with an entrepreneurial attitude.

H2: There is a significant relationship between observed values of regulatory environment resources with an entrepreneurial attitude.

H3: There is a significant relationship between observed values of social environment resources with an entrepreneurial attitude.

H4: There is a significant relationship between entrepreneurial passions with entrepreneurial intention.

H5: Entrepreneurial passion significantly moderates the entrepreneurial attitude and entrepreneurial intention.

H6: There is a significant relationship between entrepreneurial attitudes with entrepreneurial intention.

H7: Entrepreneurial attitude significantly mediates the relationship between the perceived value of university-owned resources and entrepreneurial intention.

H8: Entrepreneurial attitude significantly mediates the relationship between the perceived value of regulatory environment resources and entrepreneurial intention.

H9: Entrepreneurial attitude significantly mediates the relationship between the perceived value of social environment resources and entrepreneurial intention.

METHODOLOGY

Research Methodology

The chapter covers the methodological part of the thesis which aimed at examining the mediating role of the perceived value of University-owned resources, perceived value of regulatory environment resources, and perceived value of social environment resources. This chapter also covers the methods of data sources, design of sampling, design of measures, techniques & tools for statistical analyses, and procedure for data collection. This chapter assists in describing and justifying the methods implemented to get the objectives of the research and respond to the questions of research that are discussed in the first chapter. This shows a suitable methodology in favor of this subject study. This is the roadmap to get the study outcomes. All practical details like target population, research design, understudy variables, sampling frame, research instruments, statistical analysis, and data collection procedure are open in the subject chapter. It also presents the strength and consistency of the procedure of data collection and sources, statistical analysis, and variables selection. This is proposed to get the steps visible that are adapted to carry out the research.

Sample Design

The techniques to gather the data from the population need model which presents all the population.

Target Population

The study is in the area of University Students to find out the impression of entrepreneurial attitude on entrepreneurial intention through mediating the role of the perceived value of university-owned resources, the perceived value of

regulatory environment resources, the perceived value of social environment resources.

Unit of Analysis

In the study at hand, customers whose entrepreneurial passion has been studied. The respondents belonged to the marketing department. The unit of analysis in the current research is individual online study.

Data Collection Method

In this study, the primary data has been used to find out the mediating role of entrepreneurial attitude on entrepreneurial intention through the mediating role of the perceived value of University-owned resources, the perceived value of regulatory environment resources, and perceived value of social environment resources. To fulfill the objective of this research, it is needed to gather information from respondents to Universities. This primary data is collected through questionnaires. Collection of Data is very important to get the desirable results. If data collection techniques are incorrect it will lead to invalid results (Ruiz, 2010).

Sampling Techniques

Sampling techniques are used to select the sample which is representative of the whole population. Probability and non-probabilities, both techniques are used to select the sample which repetitive. Systematic sampling is the technique, in which the subject of the population gets equal opportunity to be selected as representative of the sample. Non-probability sampling in which it is not known which individual chose for the sample (Eesley & Wang, 2017). Validity and reliability results can be affected by inappropriate sample size so researchers should be careful while choosing sampling techniques. Efficient sample size must represent the population so in this case simple random sampling is used to fulfill the objective of the study (Krejcie & Morgan, 1970). The most appropriate technique would be “simple sampling” (Gupta, Shukla, & Mittal, 2016).

Sample Size

This standard is only used if the population is known i.e. entrepreneurship education. Then minimum sample size of 250 was calculated on the basis (Krejcie & Morgan, 1970) tables because the selection of minimum sample size is important for generalizing of results (Hayton, Soni, Chauhan, Sinha, & Gupta, 2016) Sampling requires distribution according to sample size and sample source mentioned earlier. The specific distribution of size and source is required to adjust the proposition of subjects or respondents for each source.

Questionnaire Design

Questionnaires were based on two parts. Part first comprised of the personal profile of the respondents together with their gender, age group, and

qualification. The second part was based on variables. All the above variables have statements that describe the variables and measure by 5 points Liker scales. The scales are;

- i.Strongly disagree
- ii.Disagree
- iii.Neutral
- iv.Agree
- v.Strongly Agree

Research Instruments

Questionnaires are used for collecting the data from the huge population. According to the requirement of research, data is collected through a questionnaire on the selected variables related to the study. In this study, the research instrument used for collecting data was the questionnaires of the loyalty level of online shopper students.

Data Coding

After ensuring that there is no problem of “non-response bias”, the next step of data coding is started. Churchill (1999) stated that Data Coding is subdivided into two classes. One class is used to assign codes to every construct for identification and make analysis easy. The second class assumes that every construct has its diverse section that deals with questions of the specific construct. Therefore, all questions are arranged according to the constructs, and the variable is coded used in the study are shown in Table 4.1

Table 4.1 Data Coding

Construct		Code
Entrepreneurial Intention	IV	EI
Entrepreneurial Attitude	Mediator	EA
Entrepreneurial Passion	Moderator	EP
Perceived Value of University-Owned Resources	DV	UOR
Perceived Value of Regulatory Environment Resources	DV	RER
Perceived Value of Social Environment Resources	DV	SER

Table 4.1 shows the Data Coding for different Constructs. Table 4.1 shows that the Perceived Value of University-Owned Resources, Perceived Value of

Regulatory Environment Resources, Perceived Value of Social Environment Resources is Independent Variable denoted by I.V and Coded by UOR, RER, SER. Entrepreneurial Attitude is a mediator and coded as EA. In the same way, Entrepreneurial Passion is Shown as Moderator and coded as EP. In the end, Entrepreneurial Intention is Shown as a dependent Variable and coded as EI.

Descriptive Statistics

Descriptive statistics is the term which means to analyze data in a way which helps to show, describe data in a meaningful way. It does not allow us to conclude given data for analysis or conclusion regarding the hypothesis we have.

Table 4.2: Descriptive statistic

Variables	N	Minimum	Maximum	Mean	Std.Deviation
PC	276	1.00	5.00	3.9227	0.88012
SA	276	1.00	5.00	3.9348	0.84362
CG	276	1.00	5.00	3.8901	0.87640
PVRER	276	1.00	5.00	3.6713	0.90318
EEKS	276	1.00	5.00	3.7400	0.81314
EP	276	1.00	5.00	3.7246	0.84223
EA	277	1.50	5.00	3.8114	0.59232
EI	277	2.17	5.00	4.1119	0.55578
PVUR	276	1.00	5.00	3.8889	0.85027
Valid N (listwise)	275				

Assessment of Reflective Measurement Model

In Smart PLS, the “reliability” of each item hypothesis is evaluated by examining the element loadings on their latent construct (Hulland, 1999). Higher loading means more variance between construct and measurement while low loading shows the control of model explanation is small which decreases projected parameters of connecting the construct (Hulland, 1999). In the case of philosophical measurement model indicators are closely interlinked and their “reliability” and “validity” should be checked. “Reliability” is checked through “Composite reliability” and validity through “Convergent” and “Discriminate Validity”. “CFA” is Performed to see “internal Consistency (e.g. Composite reliability), Convergent Validity (e.g. Average Variance Extracted), and discriminant Validity (i.e. *Heterotrait Monotrait Ratio (HTMT)*) of the instruments (Raof et al., 2021; Abdulmuhsin et al., 2021; Basheer et al., 2021; Yan et al., 2020; Nuseir et al., 2020; Asada et al., 2020).” Before examining a relationship in SEM it is necessary to Confirm, measurements are “reliable and valid”.

Composite Reliability

Composite Reliability is performed to examine the “internal consistency reliability of the construct”. In this case, all items loading should be more than 0.05 value (Henseler et al., 2014) Table 4.3 shows that all items were loaded against Construct Item. Items with loadings below 0.5 were deleted to achieve a significant threshold for the internal consistency of the construct. Items that were not deleted may not affect the specific construct as far as required internal consistency is there

Table 4.3: Composite Reliability

Variables	Cronbach's Alpha	Rho_A	Composite reliability	The average variance
Entrepreneurial Attitude	0.8108	0.8798	0.8643	0.6153
Entrepreneurial Intention	0.9239	0.9384	0.9401	0.7235
Entrepreneurial Passion	0.8014	0.8431	0.8803	0.7105
Moderating Effect 1	0.9538	1	0.9589	0.6603
Regul-Evr Resources	0.9047	0.9429	0.9208	0.6267
Social Evirn Resources	0.9007	0.9431	0.9059	0.5521
Uni- Own Resources	0.7562	0.7657	0.8325	0.5

Table 4.3 shows that the Value of Average Variance Extracted (AVE) for Entrepreneurial Attitude is 0.6153, for Entrepreneurial Intention is 0.7235, for Entrepreneurial Passion is 0.7105, for Regular-Environmental Resources is 0.6267, for Social Environmental Resources is 0.5521, and for University- Own Resources 0.5. As we know that the acceptable AVE value is 0.5 or above. As all the constructs' values are more than 0.5 so all stated values are acceptable. Next are the Composite Reliability (CR) values. Composite Reliability (CR) for Entrepreneurial Attitude is 0.8643, for Entrepreneurial Intention is 0.9401, for Entrepreneurial Passion, it is 0.883, for Regular-Environmental Resources it is 0.9208, for Social Environmental Resources CR Value is 0.9059 and for University- Own Resources is 0.8325. As we know that Composite Reliability (CR) acceptable value should be more than 0.7 and all our construct CR values are more than 0.7. So Composite Reliability in our case shows acceptable values. In Table 4.3 shows the Cronbach's Alpha value for different constructs, for Entrepreneurial Attitude Cronbach's Alpha value is 0.8108, for Entrepreneurial Intention it is 0.9239, for Entrepreneurial Passion it is 0.8014, for Regular-Environmental Resources it is 0.9047, for Social Environmental Resources it is 0.9007 and for University- Own Resources 0.7562.

Discriminant Validity

To assess discriminant validity, two measures were involved. They were cross-loadings and the Fornell-Larcker criterion. First, the analysis of cross-loadings of the items was conducted. According to (Chin, 2010) and, the standardized loading estimates should be 0.5 or higher and ideally 0.7 or higher. The items with very low loadings (below 0.4) should be deleted (Henseler et al., 2014)

Additionally, all measures of the construct should be significantly loaded onto their respective construct. The Fornell-Larcker criterion proposes that more variance is shared by a latent construct with its indicators than with another latent construct in the structural model (Fornell & Larcker, 1981) Agreeing to this criterion, the squared root of the AVE (represented by the values in the diagonal) calculated should be greater than each of the construct correlations (represented by the values in the off-diagonal). Table 4.4 shows discriminant validity for first-order constructs and Table 4.5 for second-order constructs. Both tables illustrate that all the square root of the AVE values was larger than other correlation values among the latent variables, indicating that several constructs used in the model belong to distinct entities. In essence, the measurement model displayed good discriminant validity among constructs. Table 4.5 exhibits the outer loadings of the item were greater than the cross-loadings of other constructs, which were greater than 0.5. As expected, all indicators loaded onto their underlying constructs well, suggesting no cross-loadings existed among indicators.

Table 4.4: Fornell Larcker Criterion

Variables	EA	EI	EP	RER	SER	UOR
EA						
EI	0.108					
EP	0.0609	0.1834				
Moderating effect 1	0.6957	0.1814	0.8494			
RER	0.148	0.0977	0.3481			
SER	0.0989	0.0976	0.2769	0.3558		
UOR	0.0872	0.0917	0.145	0.2306	0.0666	

Table 4.5: Cross loading

Variables	Cross loading
EA1	0.7441
EA1	0.721
EA1	0.8237
EA1	0.8422
EI1	0.8143
EI2	0.844
EI3	0.8749
EI4	0.8808

EI5	0.8493
EI6	0.8383
EP1	0.8186
EP2	0.8784
EP3	0.8305
ReguER1	0.7941
ReguER2	0.8403
ReguER3	0.9027
ReguER4	0.8353
ReguER5	0.697
RER1	0.6557
RER2	0.7885
SER1	0.7157
SER2	0.6806
SER3	0.6057
SER4	0.5673
SocialER1	0.699
SocialER2	0.8882
SocialER3	0.8566
SocialER4	0.8611
UOR1	0.711
UOR2	0.6535
UOR3	0.7601
UOR4	0.7671
UOR5	0.6335

Assessment of Structural Model (SEM)

Once the goodness of the measurement model had been established, the next step was to test the hypotheses. By running the PLS-SEM algorithm and bootstrapping, the assessment of the structural model was performed. First, the predictive power of the structural model was evaluated by the coefficient of determination (R^2 values) of the endogenous construct (Chin, 2010); and the level and significance of the path coefficient were determined. Table 4.6 illustrates R^2 of each endogenous latent variables of this study.

As a rule of thumb, R^2 values of 0.26, 0.13, or 0.02 for endogenous latent constructs can be described as substantial, moderate, and weak respectively. Table 4.6 indicates that exogenous constructs. According to (Henseler et al., 2014), the R^2 of endogenous variables with three or more exogenous latent variables should be at least substantial, which was met in this study.

Table 4.6 Coefficient of determination

	R Square	R Square Adjusted
Entrepreneurial Attitude	0.0373	0.0348
Entrepreneurial Intention	0.0411	0.0386

Multicollinearity

The presence of multicollinearity among predictors could increase the standard errors of the coefficients (Tabachnick & Fidell, 2007) and, it could also affect the regression coefficients and statistical significance tests (J. F. J. Hair, Black, Babin, Anderson, & Tatham, 2006). Therefore, it was crucial to assess the multicollinearity before the assessment of the proposed model results reveals that the VIF values for all the predictors were less than 5, as suggested by J. F. Hair, Ringle, and Sarstedt (2011); so, it could be said that there was no issue regarding multicollinearity.

Direct Relationship-Path Analysis

The path coefficients were produced as shown in Figure 4.1 and Table 4.13 shows the bootstrapping results. Detailed results are as follows:

H1: There is a significant relationship between perceived values of university-owned resources with an entrepreneurial attitude. Result from the output of the algorithm and bootstrapping PLS-SEM showed a Hypothesis 1 failed to receive observed support and was rejected between perceived values of university-owned resources and entrepreneurial attitude ($\beta = 0.08048$, $t = 1.3637$, $p > 0.05$). Therefore, Hypothesis 1 is not supported.

H2: There is a significant relationship between perceived values of regulatory environment resources with an entrepreneurial attitude. The second hypothesis was also confirmed as a Hypothesis 2 is to receive empirical support and was accepted between the practice of perceived values of regulatory environment resources and entrepreneurial attitude ($\beta = 0.1486$, $t = 4.9515$, $p < 0.05$). Therefore, Hypothesis 2 is supported

H3: There is a significant relationship between perceived values of social environment resources with an entrepreneurial attitude. A significant and positive relationship between the practice of perceived values of social environment resources and entrepreneurial attitude was found ($\beta = 0.0714$, $t = 4.760$, $p < 0.05$). Hence, Hypothesis 3 is supported.

H4: There is a significant relation between Entrepreneurial passion and entrepreneurial intention. Entrepreneurial passion was significantly and positively related to organizational innovation ($\beta = 0.3386$, $t = 3.0855$, $p < 0.05$), indicating support for Hypothesis 4.

H5: Entrepreneurial passion significantly moderates the entrepreneurial attitude and entrepreneurial intention failed to receive empirical support and was rejected between the entrepreneurial attitude and the entrepreneurial intention was found ($\beta = 0.0182$, $t = 1.2031$, $P > 0.05$), Hypothesis is not supporting.

H6: There is a significant relationship between entrepreneurial attitudes with entrepreneurial intention. Entrepreneurial passion was significantly and positively related to entrepreneurial attitudes with entrepreneurial intention ($\beta = 0.2262$, $t = 2.4132$, $p < 0.05$), indicating support for Hypothesis 6. so it is accepted.

H7: Entrepreneurial attitude significantly mediates the relationship between the perceived value of university-owned resources and entrepreneurial intention. Hypothesis 7 failed to receive empirical support and was rejected between the perceived value of university-owned resources, attitude and the entrepreneurial

intention was found ($\beta = 0.0182$, $t = 1.2031$, $P > 0.05$), Hypothesis is not supporting.

H8: Entrepreneurial attitude significantly mediates the relationship between the perceived value of regulatory environment resources and entrepreneurial intention. The result showed that this hypothesis was supported as the perceived value of regulatory environment resources, attitude and the entrepreneurial intention was positive and significant ($\beta = 0.0336$, $t = 2.0126$, $p < 0.05$).

H9: Entrepreneurial attitude significantly mediates the relationship between the perceived value of social environment resources and entrepreneurial intention. Since the path coefficient from the value of social environment resources to entrepreneurial intention was positive and significant ($\beta = 0.0161$, $t = 1.2031$, $p > 0.05$), Hypothesis 9 has significant relation of attitude as mediator.

Results of Direct Relationship

	Original Sample (O)	Sample Mean (M)	St. Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Uni-Own Resources -> Entrepreneurial Attitude	0.0804	0.0792	0.0589	1.3637	0.1733
Regul-Evr Resources -> Entrepreneurial Attitude	0.1486	0.1486	0.03	4.9515	0
Social Evirn Resources -> Entrepreneurial Attitude	0.0714	0.078	0.0365	1.9537	0.0513
Entrepreneurial Passion -> Entrepreneurial Intention	0.3386	0.3157	0.1097	3.0855	0.0021
Moderating Effect 1 -> Entrepreneurial Intention	0.0347	0.0286	0.0223	1.5581	0.1198
Entrepreneurial Attitude -> Entrepreneurial Intention	0.2262	0.2027	0.0937	2.4132	0.0162

Results of indirect Relationship

	Original Sample (O)	Sample Mean (M)	St.Deviat (STDEV)	T Statistics (O/STDEV)	P Values
Uni-Own Resources -> Entrepreneurial Attitude -> Entrepreneurial Intention	0.0182	0.0159	0.0151	1.2031	0.2295
Regul-Evr Resources -> Entrepreneurial Attitude -> Entrepreneurial Intention	0.0336	0.0306	0.0167	2.0126	0.0447
Social Evirn Resources -> Entrepreneurial Attitude -> Entrepreneurial Intention	0.0161	0.0162	0.0105	1.5399	0.1242

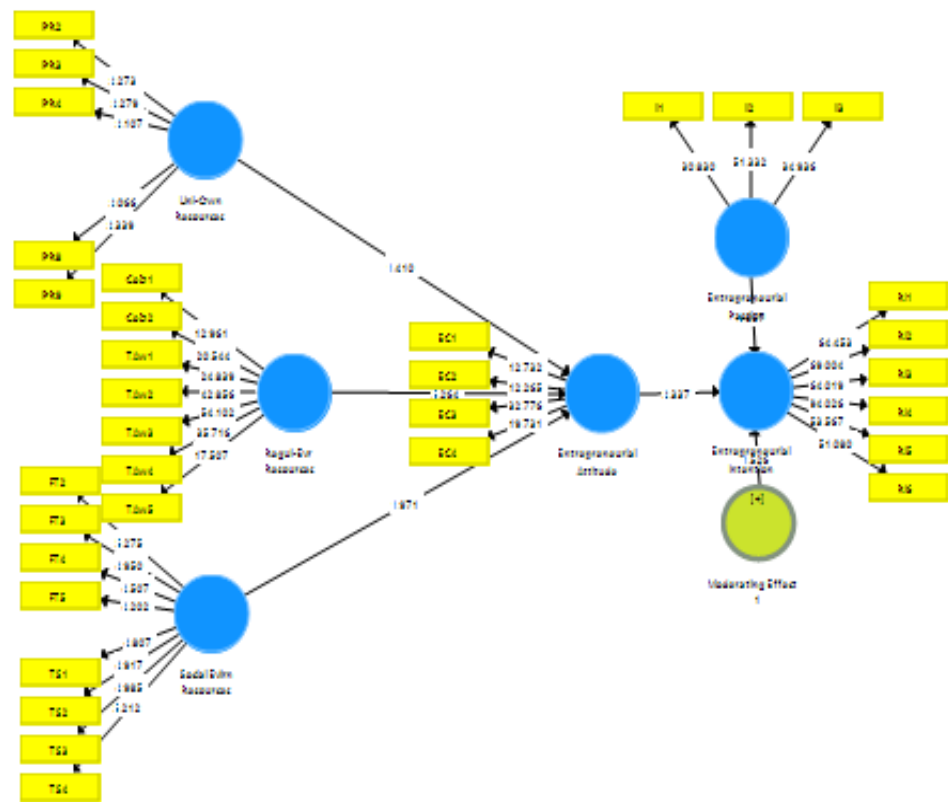


Figure 4.1

Analyzing Predictive Relevance (Q²)

To evaluate the criterion of predictive accuracy, the Stone-Geisser's Q^2 value was utilized (J. F. Hair et al., 2011). The blindfolding procedure was performed to obtain the value of Q^2 . Generally, there are two different approaches to calculate Q^2 . They are the cross-validated redundancy and cross-validated communality. The cross-validated redundancy approach develops the path model estimate of both the structural model (scores of the predictors' constructs) and the measurement model (target endogenous construct) of data prediction. Alternatively, the cross-validated communality approach presents only the construct scores estimated for the target endogenous construct (excluding the information about the structural model) to anticipate the eliminated data points. As recommended by Hair, Hult, et al. (2014), this study employed the cross-validated redundancy to measure Q^2 as it comprises the main component of the path model, i.e. the structural model, to predict omitted data points. Table 4.8 shows the summary of the predictive relevance of the model in this study. Table 4.8 shows that the values of cross-validated redundancy of the endogenous latent constructs were found to be more than zero for Entrepreneurial Attitude and Entrepreneurial Intention. This means that the model had sufficient predictive relevance.

Table 4.8 Summary of the Predictive Relevance of the Endogenous Latent Constructs (Q²)

Variables	SSO	SSE	Q ² (=1-SSE/SSO)
Entrepreneurial Attitude	4,736.00	4,650.24	0.0181
Entrepreneurial Intention	7,104.00	8,002.09	
Entrepreneurial Passion	3,552.00	3,552.00	
Moderating Effect 1	14,208.00	14,208.00	
Regul-Evr Resources	8,288.00	8,288.00	
Social Evirn Resources	9,472.00	9,472.00	
Uni-Own Resources	5,920.00	5,920.00	

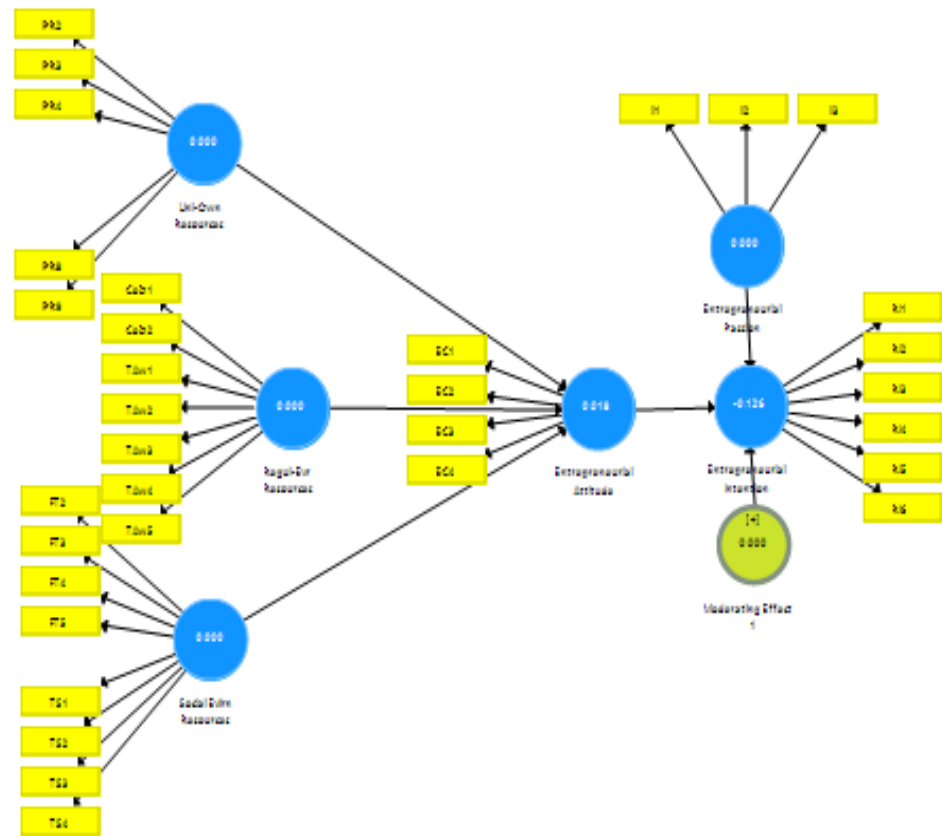


Figure 4.2

DISCUSSION

Result from the output of the algorithm and bootstrapping PLS-SEM showed a Hypothesis 1 failed to receive observed support and was rejected between perceived values of university-owned resources and entrepreneurial attitude. Therefore, Hypothesis 1 is not supported. It means my research shows that if universities apply more resources like lectures, pitch competitions, students associations, and career guideline than according to my study it is not supported to entrepreneurial attitude because Pakistan point of view universities are not producing the entrepreneurial mindset according to my studies universities resources are not have the significant relationship with the attitude where prior studies show a significant relationship between these relations.

The second hypothesis was also confirmed as a Hypothesis 2 is to receive empirical support and was accepted between the practice of perceived values of regulatory environment resources and entrepreneurial attitude. Therefore, Hypothesis 2 is supported. Regulatory environment resources like Entrepreneurship-Friendly Policies and Government Funding Opportunities have significant relation between them so according to Pakistan's perspective, it means if people have friendly policies government gives full support to the people of Pakistan then it will support the entrepreneurial attitude. Previous studies also show a positive and significant relation between regulatory

environmental resources and entrepreneurial attitude. There is a significant relationship between perceived values of social environment resources with an entrepreneurial attitude. A significant and positive relationship between the practice of perceived values of social environment resources and entrepreneurial attitude was found. Hence, Hypothesis 3 is supported. My study shows that society plays a positive role in the development of entrepreneurial attitude. In previous studies, social environmental resources like Entrepreneurial Experience/Knowledge Sharing, Entrepreneurial Mentorship, Alumni Funding Opportunities, and Social Network Capital have a positive relationship between entrepreneurial attitudes. There is a significant relation between Entrepreneurial passion and entrepreneurial intention. Entrepreneurial passion was significantly and positively related to organizational innovation, indicating support for Hypothesis 4. I use entrepreneurial passion as a moderator in this study. Results show that entrepreneurial passion has a significant relation with entrepreneurial intention. It means if you have the passion to start a new business then you can it will help you for the development of your business. Entrepreneurial passion significantly moderates the entrepreneurial attitude and entrepreneurial intention. It failed to receive empirical support and was rejected between the entrepreneurial attitude and the entrepreneurial intention. It was found, Hypothesis is not supporting. As a moderator, if I use passion as a moderator with the relation of attitude and intention the study fails to create a positive relation of passion as a moderator between attitude and intention.

There is a significant relationship between entrepreneurial attitudes with entrepreneurial intention. The entrepreneurial attitude was significantly and positively related to entrepreneurial intention, indicating support for Hypothesis 6. So it is accepted. My study shows that entrepreneurial attitude which I use as a mediator has a positive relationship with the entrepreneurial intention. It means that attitude has a positive impact on the intention. Previous study also shows a positive relationship between these variables as mediators and dependent variables. Entrepreneurial attitude significantly mediates the relationship between the perceived value of university-owned resources, attitude, and entrepreneurial intention. It failed to receive empirical support and was rejected between the perceived value of university-owned resources, attitude and the entrepreneurial intention. It was found, Hypothesis is not supporting. The previous study shows a positive relation between university own resources i.e. Lectures, pitch competition, career guide, and students association but in my study prospective it have negative relation so this hypothesis is rejected. Entrepreneurial attitude significantly mediates the relationship between the perceived value of regulatory environment resources, attitude, and entrepreneurial intention. The result showed that entrepreneurial attitude as a mediator was supported between the perceived value of regulatory environment resources and the entrepreneurial intention and has a positive and significant relationship. A prior study also shows a positive relationship between these variables and in this study results also show a positive relation. Entrepreneurial attitude significantly mediates the relationship between the perceived value of social environment resources and entrepreneurial intention since the path coefficient of entrepreneurial attitude as a mediator from the value of social environment resources to entrepreneurial intention was positive and significant, Hypothesis 9 received significant relation of attitude as mediator. The previous

study also supports the results of my study so we conclude that in this study results show that entrepreneurial education has overall a positive relation between entrepreneurial attitude and entrepreneurial intention.

Theoretical Contribution

Observing entrepreneurship education as a facility production, we back up those facility providers should take a journey view in bringing students understanding. Dominant to the emergent theoretic viewpoint of student knowledge management, the customer journey view recognizes those benefactors' inner social and economic properties, though significant, tendency to shield only a share of students' knowledge journey. Education providers should pursue to collaborate with external resources to student-resource along the whole journey. Directed by the client understanding management view, we recognized student-resource data would impact students' experience with university entrepreneurship education. Using data from the trial entrepreneurship education program in Pakistan, we were able to discover sample subjects who were methodically exposed to all these resources and therefore were able to evaluate their effects. Proof from our study chains the prominence of outer factors in persuading the consequences of entrepreneurship education. For entrepreneurship education benefactors, public policymakers, and entrepreneurial communities, our study suggestions a decidedly different perception a complete journey view. Though former studies have observed various student-resource such as entrepreneurship classes, pitch competitions, experiential exercises, and entrepreneurial mentorship, these studies incline to emphasis on distinct resources. Our study emphases on the whole of numerous social and economic resources with the moderating effect of entrepreneurial passion. The new arrangement of resources and expansion of entrepreneurship passion would lead to new ideas of scheming entrepreneurship education and increasing its effects. We view the recognized student-resource as the major step toward scheming pioneering and operative entrepreneurship education programs. With the rising importance of emerging economies, this study is a meaningful step to better understand Pakistanis consumers and their behaviors as related to service goods Pakistan is presently the developing economy. Lastly, the ultimate goal of entrepreneurship education is entrepreneurial activities. In this study, we measured people's entrepreneurial attitude and intention with a moderator effect of entrepreneurial passion.

Practical Contribution

Regarding supervision performance, these findings recommend that entrepreneurial resources like education, regulatory environment, and social environment can effectually inspire college students' entrepreneurial intentions. Entrepreneurship is an activity that requires education, regulatory environment, and social environment of entrepreneurial education in the form of understanding, expertise, and practical experience required for the entrepreneurial procedure which can then improve their entrepreneurial intention. The tougher the perceived resources the more effective will university students exert their distinguishing entrepreneurial aptitudes, strengthen their entrepreneurial passion and prospective, and stimulate their entrepreneurial

confidence. These conclusions propose that universities and other relevant educational institutions should pay more courtesy to the mixture of social and economic resources in entrepreneurship, as well as the awareness of entrepreneurial passion, to enrich the implication of entrepreneurship education and improve its efficiency.

CONCLUSION

This is a quantitative study using a self-report survey for data collection. The hypotheses were examined with 276 university students sample applying the partial least squares method. The results indicate a positive indirect relationship between entrepreneurial passion and entrepreneurial intentions via their attitudes toward the perceived value of social-economic resources. The study contributes to the developing research of entrepreneurial passion in the entrepreneurship field and heightens its role as a factor that should be taken into account to improve entrepreneurship education programs.

Objective of the study is to express the exceptional model to the entrepreneurial intention between social and economic resources. We studied the different resources in the field of entrepreneurial intention in Pakistan perspective. Grounded on the evaluation of literatures in the entrepreneurial intention, we have expressed the exceptional model as entrepreneurial Intention for entrepreneurial Career. Grounded on the Model conception, the entrepreneurial motivation is the documented as the key statistic to enhance the entrepreneurial intention among students in the word level. Meanwhile, this model is exceptional and extremely appropriate to the Pakistan perspective. Researchers in the field of entrepreneurship can use this model to predict the influence of the entrepreneurial motivation on the entrepreneurial intention among students. We finally conclude that there is significant relation of social and economic resources with entrepreneurial intention.

Limitations and Future Directions

Finally, the eventual goal of entrepreneurship social and economic resources is entrepreneurial activities. In this study, we only measured people's entrepreneurial attitude and intention with a moderating effect of entrepreneurial passion. Which results are discussed above. entrepreneurial attitude and intentions can be enhanced with utilization of social and economic resources. Future research, perhaps with access to longitudinal and behavioral data, may further examine entrepreneurship social and economic behavioral outcomes.

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