

## PalArch's Journal of Archaeology of Egypt / Egyptology

### GENDER DIFFERENCES, SELF-EFFICACY AND CAREER INTENTIONS IN PUBLIC TAXI ENTREPRENEURSHIP

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Yananda Siraphatthada, Gender Differences, Self-Efficacy and Career Intentions in Public Taxi Entrepreneurship. – PalArch's Journal of Archaeology of Egypt/Egyptology 17(2), 159-171. ISSN 1567-214X

Keywords: Gender difference, Career intention, Self-efficacy, Entrepreneurship, Thailand.

#### **ABSTRACT**

The research aimed to determine the association of gender differences, career intention and self-efficacy with entrepreneurship and the here, the case of Thailand was specifically considered. The research utilised a quantitative design and the data collected method adopted in this study was primary. The research instrument used was a close-ended survey questionnaire based on a 5-point Likert scale. The analysis technique used in this study was Structural Equation Modelling (SEM) conducted on SmartPLS. The results inferred that all the variables: gender differences, career intention and self-efficacy significantly and positively affected entrepreneurship. Therefore, it can be asserted that the institutions operating in Thailand should focus on career intention, gender difference and self-efficacy in order to promote entrepreneurship as the results of this study supported this. The research was limited to one country and that is Thailand whilst the sample considered in the study was based on students, participants with short working experience and new graduates. Furthermore, the study was quantitative in nature whereas in future, qualitative studies or studies with mixed design can be conducted to evaluate the causation aspect as well.

## INTRODUCTION

Women perform a considerable role in entrepreneurship across the globe. In the progressive economies, women attain 25 percent of entire businesses and various women have their own businesses and the numbers are growing very fast as well (Kirshnakumar & Tamilarasi, 2020). As compared to women, men are additional entrepreneurial. Hence, there are numerous entrepreneurial rates in factor, innovation and efficacy driven economies (Pines, Lerner, & Schwartz, 2012; Shahriar, 2018). Self-efficacy of entrepreneurs is the confidence of an individual related to his or her capability to successfully perform and accomplish the tasks and roles which are productive for the business. It has been evaluated that the self-efficacy has positive intentions to initiate any business (Nowiński, Haddoud, Lančarič, Egerová, & Czeglédi, 2019; Shinnar, Hsu, & Powell, 2014). Career intention is the commitment made the people on an individual basis to generate dynamic picture related to their careers (Liguori, Winkler, Vanevenhoven, Winkel, & James, 2019). Therefore, this paper is about to conduct the research is based to analyse to the role of the gender differences, self-efficacy and career intentions in entrepreneurship.

In the same vein, the women entrepreneurs hailing from Thailand have also contributed to the progressive economy of Thailand as reported by the study of Bangkok Post (2019). The report further asserted that almost 40% of the concentration in Small Medium Enterprises (SMEs) accounts for females in Thailand. In furtherance, the report further highlighted the roles of women in top management positions in Thailand and revealed that 335 of the top positions are being served by the females. Another research carried out by Your Story (2017) stated that despite the gender gap in the top management positions, some of the Thai women are a guide to Asian women and can be regarded as torchbearers in this essence. Some of the prominent figures were also disclosed by the same research and those include Somruedee Chaimongkol, Yuwadee Chirathivat, Chadatip Chutrakul and Nalinee Paiboon. In Thailand, these women are considered as tycoons in their respective industries.

Besides, it has been examined from previous studies (Campo, 2011; Rosique-Blasco, Madrid-Guijarro, & García-Pérez-de-Lema, 2018) that, the entrepreneurship has a significant role in enhancing the economic conditions of any country. Hence, entrepreneurship brings a series of benefits for countries with the origination of new and modern businesses that produce more investments in the domestic economy, originates the chances of employment for people, and enhances the competitiveness of businesses by developing contemporary working tools. In this manner, this is comprehended as a major source in fostering the subtleties of an economy and offering new kind of competitive business.

The empirical work related to this research discloses that, nowadays, the majority of countries are confronting problems related to the surge in unemployment. Therefore, different innovative skills, knowledge, and competencies may help countries to manage the problem related to unemployment. The scarce opportunities to attain the employment befallen majorly in the competitive environments of the country. This is the problem which necessitates the elimination of gender differences, creation and execution of the self-efficacy, and career intentions which gives benefits in employment (Saraih et al., 2019; Tong & Baslom, 2019). Therefore, this research gives the ideal solution to the phenomenon that deal with the above-mentioned problem associated with the entrepreneurship. Further, the findings of this research are significant for the individual including men and women which provide the best direction about the elimination of the gender differences, attainment of the self-efficacy and positive career intentions for the business. Moreover, the recommendations of this research give the pathway to researchers who can research a similar problem.

This problem has also been studied by Santos, Roomi, and Liñán (2016) that is related to the social environment in the creation of entrepreneurial intentions and gender differences in entrepreneurship. The other research was undertaken by Nowiński et al. (2019) about the influence of education and gender on entrepreneurial and entrepreneurial self-efficacy and the findings of this research proposed that, for entrepreneurship, education is the most value-adding element. Similarly, there are various studies in the literature which have been conducted related to gender differences, self-efficacy and career intentions but this particular research particularly adds the career intention along with other variables in relation to the entrepreneurship which shows the rationale of this research.

Considering the case of Thailand, the problem becomes more crucial as the research of Bangkok Post (2019) stated that despite the fact that women entrepreneurs are emerging and showing empowerment in the country, the finance gap, especially for the women-owned SMEs, is extremely high. The amount is speculated to be USD 25 billion and this makes 61% of the total SME and microfinance gap in Thailand. This shows the lack of access specifically to women entrepreneurs to bank loans and credit required for innovation. The study developed the argument by stating that Thailand over the last three years has illustrated impressive economic progression. However, for long-term goals of the country, for instance, to become a highly advanced nation by the end of 2026, it is necessary to restructure the economic model and make it more resilient. This could be done considering the untapped opportunities and by providing equal chances to both males and females to contribute to Thailand's economy.

Concerning the problem highlighted, the major aim of the research is to evaluate the important role performed by gender differences, self-efficacy and career intention in the pursuance of entrepreneurship in the case of Thailand. To fulfil this particular aim, the secondary objectives are defined which are fulfilled throughout the entire research study are given as under:

- To study the concepts of gender difference, self-efficacy and career intentions in the context of entrepreneurship.
- To examine the association amongst gender differences, self-efficacy, career intentions and entrepreneurship.
- To assess the impact possessed by gender difference, self-efficacy and career intentions on the pursuance of entrepreneurship.

Similarly, the major questioned of the research is given as under which is also answered throughout the research.

*What is the role of gender differences, self-efficacy and career intention in the pursuance of entrepreneurship?*

## **LITERATURE REVIEW**

The internment of the talents and capacities of next-generation in the origination of new ventures and to handle the different stages of entrepreneurship in the society an energetic people and potential business persons are required. For the businesses, the talent of the individual along with the intellectual level is also important which eradicate the fact of gender differences because at this time the intellectual level related to the business is more important (Molino, Dolce, Cortese, & Ghislieri, 2018). Basically, the self-efficacy has relied on the perception of the people of their individual capabilities and skills. Evidence proposes that the people with the greater self-efficacy for a specific business are more probably to follow and continue that business. In relation to the career objective of the people, the self-efficacy was exposed to have the most solid direct impact on the work-related self-efficacy and the performance of the career (Austin & Nauta, 2016).

In the world, the concept of gender differentiation exists and in certain areas this practices more than an average. Therefore, the literature related to the career psychology offers a considerable amount of evidence that gender is an important element in comprehending the distinction in career self-sufficiency. The entire empirical evidence proposes that women are probably to have lower prospects, expectations and opportunities as compared to the men for achievement in a wide range of businesses. On the other side, it is not surprising that significantly lower stages of self-efficacy amongst women have been evaluated in careers conventionally professed as non-traditional for the women. The aforementioned differences seem in the adolescence as well (Shahriar, 2018; Ukwaiyi, Okpa, & Akwaji, 2019).

The research conducted by Meoli, Fini, Sobrero, and Wiklund (2019) stated thatm as compared to women, men are more persuaded to the business apart from having any background. It has been evaluated that women confront more problem in venturing procedure in comparison to their male counterparts. More specifically, women entrepreneurs confront more issues in collecting capital to initiate or to support their ventures. Subsequently, the success ratio of the businesses in which women are involved is very less and women face problem-related to a slower rate of growth as well. The purpose behind these issues confronted by women entrepreneurs might be the stereotyping normally held in contradiction to the women who are active and taking part in such activities. The general perception has been supported that entrepreneurship is entirely masculine characteristic of the associates of the society. In critique, this nature of stereotypes regarding the impact of gender the intentions of women and men to encompass and continue activities of entrepreneurship as their career (Alaref, Brodmann, & Premand, 2020; Ifeoma, 2019).

*H<sub>1</sub>: Gender Differences significantly influence entrepreneurship.*

The study proposed by Burnette et al. (2019) indicated that, in the development of career and self-efficacy of the people, the education of that individual and the educated society also plays a significant role in the developing stages. In relation to the self-efficacy, the self-confidence associated with the capabilities of the people to positively execute certain tasks are also important for the businesses. People having the impact of educational society also behave like educated people and businesses and their thinking is different which enhances the confidence of people and eventually resulted into self-efficacy and development of the career. In critique, the researcher (Ferreira, Morais, & Brothers, 2019) indicated that apart from societal impact, the mind-set of people also has a crucial effect in relation to the success of people. The positive set of mind associated with gender differentiation, self-efficacy and career intentions always lead to better entrepreneurship. In addition, the positive set of mind gives the will power to people which gives the direction about business and eliminates the negative behaviour of an individual with respect to gender differences. It has been stated by Cardon and Kirk (2015) that the entrepreneurial intention defines the degree of commitment focused on the performance of business endeavours related to pushing up a business for the self-employment. In similarity to this, the entrepreneurial intention is discussed as it is the mental orientation, for instance, hope, wish or a desire that can also impact the selection of entrepreneurship (Khuong & An, 2016). Therefore, in this research with comparison to the gender difference, career intentions the self-efficacy has the strongest relationship with the entrepreneurial intention. The rationale of this is the features and drivers of the self-efficacy are directly linked with the required behaviour for the entrepreneurship. The research proposed by Tosun et al. (2019) that a company taking care of its wants, desires and successfully arrange the resources in case of predicaments than depending on an outside firm manipulating the requirements of the numerous clients. Similarly, financially self-sufficient businesses save money by evading costly finance charges. Therefore, the self-sufficiency has the major and enhanced influence in the entrepreneurship concerning the other two factors included in the research.

*H<sub>2</sub>: Self-efficacy significantly influence entrepreneurship.*

It has been addressed by Ng, Ahmad, and Ibrahim (2014) that entrepreneurship is flourishing throughout the globe. It encourages the development and economic growth of the countries. It also plays a key role in the creation of value for people in terms of employment, growth and innovation. Hence it is also known as an engine that pushes and drives the economy of a country. Entrepreneurship is essential for an individual which helps in building career of the people in professional business environment. It has been depicted by Farooq et al. (2016) that an entrepreneur as someone who originates and initiates the new business by confronting the risks and uncertainties. The ultimate goal is to generate profit by recognising the opportunities, collecting the important resources to take benefit, and manipulating the recognised opportunities. In the accomplishment of the career as an entrepreneur an individual also faces a lot of challenges because this involves the industry as well. The aforementioned statement intricate the importance of career intentions in entrepreneurship.

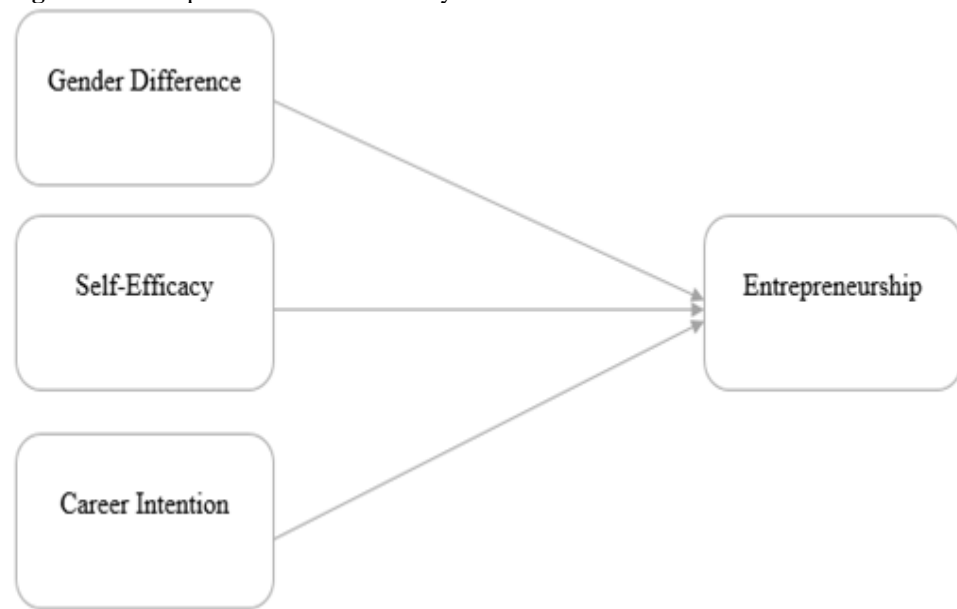
The industrial challenges such as the adherence of rules and regulations related to the business, following the entrepreneurial bodies, initial investments, taxes and other related challenges (Shrivastava, 2019). In contrast, the entrepreneurial profile comprises the qualities of desire for accountability, preferences for the less to moderate risk, confidence in individual accomplishments, aspiration for instant feedback and processes for the greater level of energy (Venkataramany, Bhasin, & Ng, 2016). The other challenges are related to the management of the cash flows, capital, creation and execution of the strategies of the business. In contrast, the challenges defined by Dhar and Farzana (2017) that sometimes the self-doubt and criticism related to the operations of the business is also the challenging for the entrepreneur which creates the hindrances in the career growth of the people.

The research proposed by Al-Jubari, Hassan, and Liñán (2019) that the intention of the career also related to the theory of planned behaviour and it has been discussed that for the analysis the entrepreneurial decision making and entrepreneurial intentions. In direction to make the career as an entrepreneur, an individual has to select the self-employment which relies on the perceived behaviour and control of an individual towards entrepreneurship, personal attitude and characters, and the influence of perceived social standards which directs to the entrepreneurship. Apart from this, there is still much to be discovered concerning the way in which the intention of the entrepreneurial is formed (Alqahtani, 2019; Ashrafi & Hadi, 2019). Therefore, if the social environment is additionally helpful in direction to the activities of entrepreneurs and it is credible that an individual will be more persuaded in the direction of selecting self-employment as a better career option (Windarti, 2019; Zaremohzzabieh et al., 2019).

*H<sub>3</sub>: Career intentions significantly influence entrepreneurship*

### **CONCEPTUAL MODEL**

Considering the hypotheses developed based on the literature review, the researcher has devised the conceptual framework of this study in Figure 1. The dependent variable of the study includes entrepreneurship while the independent constructs of the study are gender difference, self-efficacy and career intention. The relationships depicted in the model are supported by various studies, for instance, the study of Shahriar (2018); Meoli et al. (2019); Cardon and Kirk (2015); Tosun et al. (2019); Dhar and Farzana (2017); Al-Jubari et al. (2019) etc.

**Figure 1:** Conceptual Model of the Study.**METHOD**

The method that has been followed in this research is elaborated in this section including data collection method, sampling technique, sample size, research instrument and data analysis technique.

***Data collection***

The study is based on a quantitative research design and this implies that the data collection is numeric on which statistical techniques can be implemented. Besides, the use of primary data has been made in this study which is collected using a close-ended survey questionnaire. The population that was targeted by the researcher was based on the students and people with short experience of job or field work in Thailand. The distribution of the questionnaire was done using various online platforms especially Google Forms, Survey Monkey, emails and some were distributed physically. However, the researcher obtained the consent of the participants prior to collecting any data and they were ensured confidentiality, anonymity and privacy as a part of ethics to be followed in a research.

***Sampling technique and sample size***

The sampling technique is referred to as the method through which a group of participants is drawn on which experiment is conducted. According to the study of Dhivyadeepa (2015) sampling can be based on probability or non-probability type. Here, in this study, non-probability technique has been followed where the population was not given equal chances. Specifically, purposive sampling has been used which underpins a purpose and in the context of this study, the sample is based on the students and newly graduates who have a short working or field experience in Thailand's local market. Therefore, other employees having extensive working experience have not been considered. For the determination of the sample, the following formula has been used and that is also supported by the study of Ryan (2013):

$$n = \frac{z^2 \times p \times (1 - p)}{e^2}$$

The mentioned formula used when the population is unknown to the researchers or it cannot be calculated. In the formula, 'z' is the standard score having a value of 1.96 especially when the significance level of 'e' is 5% (0.05) and the confidence level is 95% (0.95). In addition to this, the 'p' indicates the population proportion and generally, the studies consider it as 0.5 which means that 50% population is considered to be a part of the sample. Based on the figures defined, the sample size to be approach is provided as follows:

$$n = \frac{(1.96)^2 \times 0.5 \times (1 - 0.5)}{(0.05)^2} = 384$$

This shows that at least 384 people should be approached and to increase the chances of high response, the researcher distributed the survey questionnaire to 384 participants, however, only 260 were adequate and eligible for the statistical testing. This implied that the response rate of this study was 67.7 % which can be deemed as a sufficient response rate.

### ***Research instrument***

The research instrument that has been used in this study was a close-ended survey questionnaire. The questionnaire was based on questions that were self-administered and were marked on a 5-points Likert scale. The scale was marked as: strongly disagree, disagree, neutral, agree and strongly agree. These were coded from 1 to 5 for transforming them to numeric values on which the statistical techniques could be implemented.

### ***Data analysis technique***

The data has been analysed using Structural Equation Modelling (SEM) and specifically Partial Least Squares (PLS) technique has been implemented. According to Latan and Noonan (2017) PLS-SEM is one the significant techniques used by researchers for the evaluation of relationship when the data does not meet the criterion of multivariate normality which is generally an assumption in Covariance-based SEM (CB-SEM). Moreover, SEM includes Confirmatory Factor Analysis (CFA) and path assessment. In this study, measurement model has been determined while path analysis has been conducted using Bootstrapping technique. However, to determine the predictive relevance of the model, blindfolding has also been conducted in this study. Moreover, the analysis has been conducted on Smart PLS.

## **RESULTS**

### ***Measurement model- partial least squares (PLS)***

The first step towards the implementation of the SEM model is the determination of the reliability of the latent constructs and their validity along with the validity of the indicators (Wong, 2011). In this concern, the validity is tested using factor loadings and as per the study of Vinzi, Chin, Henseler, and Wang (2010) the values above 0.6 are acceptable in the context of outer/ factor loadings. Therefore, the results presented in Table 1 depict that none of the factors is needed to be dropped from the model as all values are above 0.6. Besides, for the assessment of the reliability, Cronbach's Alpha and composite reliability are used and both are deemed to be acceptable if the value exceeds 0.7 (Avkiran & Ringle, 2018). Hence, all the latent constructs can be declared as reliable as the values are exceeding 0.7 in Table 1. In furtherance, the degree of relatedness is tested using AVE in latent constructs whose minimum acceptable value is 0.5. The results show that all the values are surpassing 0.5, therefore, the latent constructs of this study has convergent validity. Moreover, some of the results are also depicted in Figure 2.

**Table 1:** Determination of Reliability and Convergent Validity.

Latent Constructs	Indicators	Factor Loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Career Intention	CI1	0.918	0.900	0.938	0.834
	CI2	0.933			
	CI3	0.887			
Entrepreneurship	ENT1	0.892	0.912	0.938	0.791
	ENT2	0.916			
	ENT3	0.910			
	ENT4	0.838			
Gender Difference	GD1	0.921	0.863	0.912	0.775
	GD2	0.875			
	GD3	0.842			
Self-Efficacy	SE1	0.884	0.886	0.929	0.814
	SE2	0.921			
	SE3	0.901			

Note: \*\*\*: showing significance at 1%.

The discriminant validity assess the distinctiveness between the latent constructs and HTMT ratio is one of the most used metrics to determine it in the SEM models (Hair Jr, Hult, Ringle, & Sarstedt, 2016). The study also inferred that the values should be lower than 0.9 as per the lenient criterion and less than 0.85 according to a conservative criterion. However, as per the results depicted in Table 2, the values are meeting both the criterion as all the values can be seen as lower than 0.85 and 0.9. Hence, the data possess discriminant validity.

**Table 2:** Determining Discriminant Validity using HTMT Ratio.

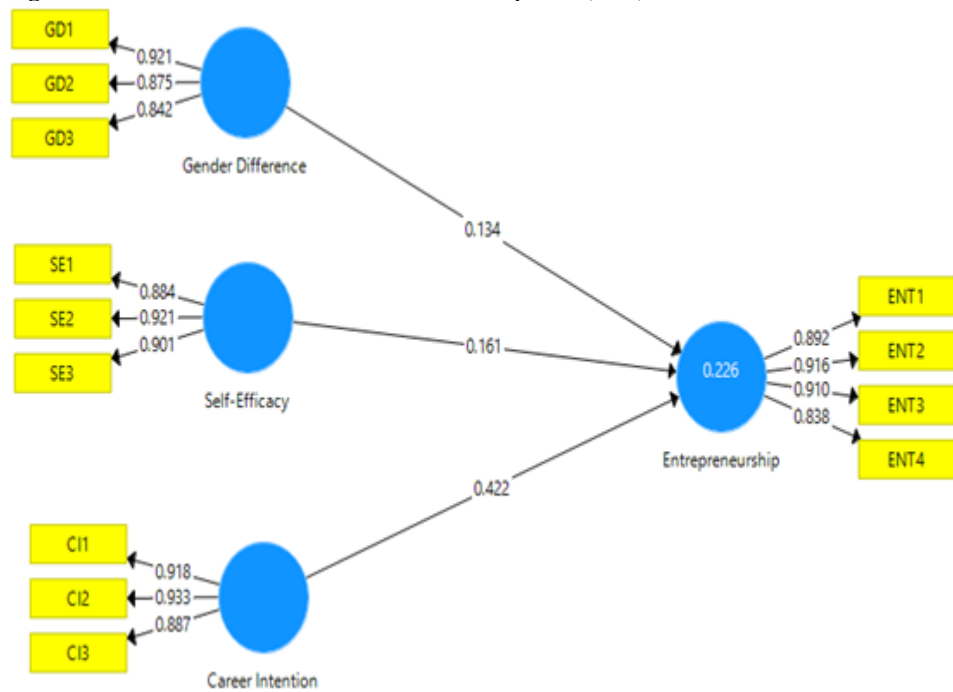
	Career Intention	Entrepreneurship	Gender Difference
Entrepreneurship	0.505		
Gender Difference	0.596	0.198	
Self-Efficacy	0.760	0.399	0.716

### *Path analysis*

Following the assessment of the factor structure, the path has been evaluated using path analysis and bootstrapping technique. The research of Latan and Noonan (2017) stated that bootstrapping helps in attaining the significance values by using a resampling technique. Hence, the results presented in Table 3 exhibit paths to be analysed. As per the results, the effect of career intention on the entrepreneurship is computed to be significant and positive in the case of Thailand [B= 0.423; p-value= 0.000 < 0.01]. This implies that boosting the career intention can lead to more sense of entrepreneurship. In addition, the effect of gender difference is also computed to be significant which is positive as well [B= 0.135; p-value= 0.020 < 0.05] and this entails to the inference that the perception pertaining to the entrepreneurship will be enhanced with the increase in gender difference concerning Thailand's students, fresh graduates and new workers in the market. The last variable explored is self-efficacy which is also found to have a positive and significant effect on the notion of entrepreneurship [B= 0.161; p-value= 0.031 < 0.05]. In furtherance, the results following the bootstrapping procedure can be viewed in Figure 3.



**Figure 2:** Measurement Model- Partial Least Squares (PLS).

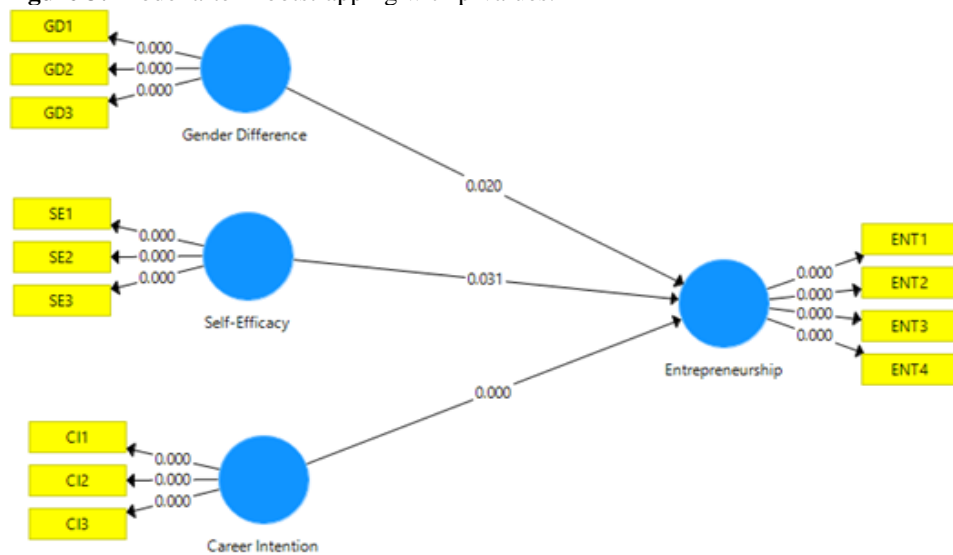


**Table 3:** Path Analysis using Bootstrapping.

Path	Path Coefficient	T Statistics	P Values
Career Intention -> Entrepreneurship	0.423***	5.960	0.000
Gender Difference -> Entrepreneurship	0.135**	2.320	0.020
Self-Efficacy -> Entrepreneurship	0.161**	2.163	0.031

Note: \*\*\*: showing significance at 1%; \*\*: showing significance at 5%.

**Figure 3:** Model after Bootstrapping with p-values.



**Quality of the model and predictive relevance**

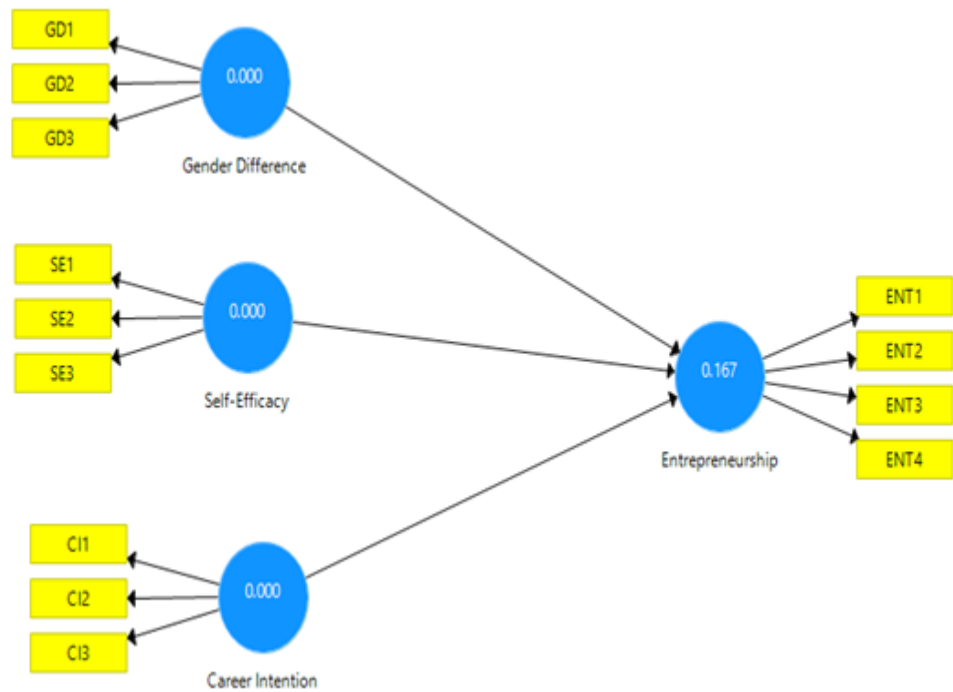
After the commencement of CFA and path analysis, the quality of the model has been determined using R-squared and adjusted R-squared. The results have been depicted in

Table 4. According to the results the variance in career intention, self-efficacy, and gender difference explains 22.64% variance in the entrepreneurship notion of the participants based in Thailand. However, with the adjustment of the errors, the value is abated to 22.01%. On the other hand, the predictive relevance of the hypothesised model can be assessed using Q-square whose value should be above 0 (Kante, Chepken, & Oboko, 2018; Zhou & Chen, 2019). According to the results presented in Table 4 and illustrated in Figure 4, Q-square is computed to be 0.167 which is above 0, therefore, it can be inferred that the model hypothesised in this study can be used for prediction.

**Table 4:** Quality of the Model and Predictive Relevance.

	<b>R Square</b>	<b>R Square Adjusted</b>	<b>Q-Square</b>
Entrepreneurship	22.64%	22.01%	0.167

**Figure 4:** Blindfolding Analysis of the Model.



**Hypotheses assessment summary**

In light of the statistical findings and interpretation of the results, the proposed hypotheses have been summarised in Table . It is apparent from the table that all the hypotheses have been accepted based on the significant level of 5%.

**Table 5:** Summary of the Hypotheses.

<b>Hypotheses Statement</b>	<b>Decision</b>
H1: Gender Differences significantly influence entrepreneurship	Accepted
H2: Self-efficacy significantly influence entrepreneurship	Accepted
H3: Career intentions significantly influence entrepreneurship	Accepted

**DISCUSSION**

The research aimed to determine the association of gender differences, career intention and self-efficacy with entrepreneurship and the here, the case of Thailand was specifically considered. The results inferred that all the variables were significantly and positively associated with entrepreneurship. The results in this concern are congruent

with the study of Austin and Nauta (2016) conducted in the context of Tunisia where the authors stressed on self-efficacy in improving the entrepreneurship stance, education and their effect on the Tunisian labour market. Therefore, this implication can be drawn that improving the self-efficacy of the students, young workers and fresh graduates in the Thailand's labour market can result in positive outcomes in terms of labour productivity. Moreover, most of the researchers have stressed to eliminate the gender differences, however, in the case of the results obtained in this study, a positive effect has been found which means more gender differences would lead to more entrepreneurship stance concerning Thailand. The findings in this concern are contrary to the study conducted on Italy by Molino et al. (2018). This depicts difference in the dynamics based on country because Thailand is a developing state whereas, Italy is a developed country. In furtherance, the effect of career intention is computed to be significant which is consistent with the study of Al-Jubari et al. (2019) which supported the theory of planned behaviour and development of career intention in order to improve the entrepreneurship stance and practice. Hence, with the consideration on the mentioned aspects, Thailand's labour market can experience positive outcomes.

### CONCLUSION AND RECOMMENDATION

In fine, it can be asserted that the institutions operating in Thailand should focus on career intention, gender difference and self-efficacy in order to promote entrepreneurship as the results of this study supported this. Therefore, it has been recommended to the government and the authoritative institutions in Thailand to enhance the sense of career intention amongst the young adults, students and newly graduates seeking career growth opportunities in the Thailand's market. Ultimately, it will benefit the labour market in the long-term leading to increased productivity. In addition, the institutions ought to initiate career growth and learning programmes for promoting the entrepreneurship and building a sense amongst the public and especially youngsters in Thailand for an elevating productivity and profitability.

### LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The research was limited to one country and that is Thailand whilst the sample considered in the study was based on students, participants with short working experience and new graduates. In addition, only limited factors have been explored that could affect the entrepreneurship notion. Considering the mentioned aspects, the research has considerable room for improvement where a comparative analysis can be conducted between Thailand and any other developed or developing country and the target population can be experienced professional as well in future studies. Furthermore, the study is quantitative in nature whereas in future, qualitative studies or studies with mixed design can be conducted to evaluate the causation aspect as well.

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