

**A CONCEPTUAL FRAMEWORK INTEGRATING
PERSONALITY TRAITS, CONTEXTUAL
FACTORS, ENTREPRENEURIAL INTENTION,
AND NASCENT ENTREPRENEURIAL BEHAVIOR
WITH THE MODERATING EFFECT OF GENDER**

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ABSTRACT

This research paper uses critical studies to develop a conceptual framework integrating antecedents of entrepreneurial intention and nascent entrepreneurial behavior with moderating effect of gender. As the method, a desk research strategy is used to demonstrate possible future areas for further studies. Thus, this study has developed a conceptual framework with fourteen variables. They are four personality traits: proactive personality, need for achievement, risk-taking propensity, locus of control, and three contextual factors: perceived educational support, perceived relational support, and perceived structural support. In addition, entrepreneurial intention (independent variable) and its three antecedents, such as attitude towards entrepreneurship, perceived behavioral control, and subjective norms, are also considered. Next, nascent entrepreneurial behavior (dependent variable), gender, and the participants' entrepreneurial family background are also incorporated into the proposed model. The relationship between personality traits and antecedents of entrepreneurial intention, entrepreneurial intention, and nascent entrepreneurial behavior is acknowledged with the support of Bandura's Social Cognitive Theory (SCT) (1986). In addition, Ajzen's theory of planned behavior (TPB) provides theoretical support for recognizing the interconnection between antecedents of entrepreneurial intention and nascent entrepreneurial behavior (1991). The social cognitive career theory has established the association between contextual factors and antecedents of entrepreneurial intention and nascent entrepreneurial behavior (Lent, Brown, and Hackett, 1994). The social role theory is also employed to investigate how gender affects the relationship between entrepreneurial intention and nascent entrepreneurial behavior (Eagly, 1987). After

reviewing the literature, entrepreneurial family background is identified as an influential variable in entrepreneurial intention and the development of entrepreneurial behavior. This paper suggests that the study should control for the entrepreneurial family background. Due to the lack of an integrated model that considers four theories within a single conceptual framework, both locally and internationally, this study report has important implications for future scholars.

Keywords: Personality traits, Contextual factors, Entrepreneurial intention, Nascent entrepreneurial behavior, Gender

INTRODUCTION

There are many research studies and publications on entrepreneurial intention. Still, no analysis of personality traits, contextual factors, antecedents of entrepreneurial intention, nascent entrepreneurial behavior, and gender is available. Further, this study has identified undergraduates' family background as an influential factor for the above variables.

Moreover, after reviewing the literature, the researcher has noted shortcomings in convincing theories on the nexus between personality traits, contextual factors, antecedents of entrepreneurial intention, gender, and nascent entrepreneurial behavior. Ajzen's theory of planned behavior (1991) has been used to establish the relationship between antecedents of entrepreneurial intention and nascent entrepreneurial behavior. Next, Bandura's Social Cognitive Theory (1986) shows the connection between personality traits with antecedents of entrepreneurial intention and nascent entrepreneurial behavior. Further, the social cognitive career theory (Lent, Brown, and Hackett, 1994) has been used to build the relationship between contextual factors with antecedents of entrepreneurial intention and nascent entrepreneurial behavior. Finally, the social role theory by Eagly (1987) has been used to show the moderating role of gender on the connection between entrepreneurial intention and nascent entrepreneurial behavior.

OBJECTIVES OF THE PAPER

This paper attempts to achieve the following two objectives.

- To present literature to show the interconnection between variables with the support of past literature.
- To propose a conceptual framework integrating the personality traits, contextual factors, antecedents of entrepreneurial intention, nascent entrepreneurial behavior, gender, and participants' entrepreneurial family background.

METHOD

A wide-ranging literature survey is carried out to achieve the two objectives following two stages procedure.

Stage 1: Keywords Identification

The first step seeks to discover the most pertinent keywords to establish the subject's boundary. First, a starting set of keywords is taken from the most crucial academic literature. Following was the conclusion for the 14 keywords: Nascent entrepreneurial behavior, entrepreneurial intention, attitude towards entrepreneurship, subjective norms, perceived behavioral control, proactive personality, need for achievement, risk-taking propensity, locus of control, perceived educational support, perceived relational support, perceived structural help, gender, and participants' entrepreneurial backgrounds.

Stage 2: Database Analysis

This investigation has determined the appropriate academic, peer-reviewed publications for a thorough literature evaluation in the second step. The author has employed a desk research strategy to find relevant articles, specifying a particular period of 2000 to 2022 and using six databases: Taylor & Francis, Emerald, Springer, Wiley Online Library, Elsevier, and Sage. Limiting the articles' publication dates between 2000 and 2022 (those published within the last 22 years) allows this study to base its review on contemporary literature that addresses information synthesis and retrieval in the digital age. Finally, 185 articles are chosen using the most robust databases with extensive worldwide research coverage, assuring the highest quality of scientific publications. Next, with the support of Zotero, an open-access reference management tool is used to store the selected 185 articles. Next, they are exported to a Microsoft Excel spreadsheet for additional examination. One hundred eighty-five articles were ultimately chosen for the research.

RELATIONSHIP BETWEEN VARIABLES

Relationship between Entrepreneurial Intention and Nascent Entrepreneurial Behavior

Nascent entrepreneurs are just starting their venture-starting processes (Lanivich et al., 2021). According to Krueger et al. (2000), developing

entrepreneurial behavior is a deliberate choice that necessitates careful consideration and detailed resource planning. Intentions are taken to reflect the motivating variables affecting any intended behavior, according to Ajzen (1991). Therefore, understanding the extent of engaging with entrepreneurial behavior is essential to deciding how far a person is prepared to develop their venture. Furthermore, Yasir et al. (2017) argued that starting a business takes deliberate efforts that may result from solid entrepreneurial intention because starting a business is a deliberately planned behavior. Moreover, any planned behavior has intention as its primary antecedent (Ajzen, 1991; Farooq, 2018; Laukkanen, 2022). Thus, the best indicators of entrepreneurial behavior are intentions.

According to Liang and Chen (2021), a solid contextual foundation, personality traits, and entrepreneurial intention influence start-up behavior. Additionally, Meoli et al. (2020) noted the urgent need for research into how entrepreneurial intention develops since it can encourage the emergence of entrepreneurial behavior and aid in making career decisions. Further, Kallas and Parts (2021) stated that entrepreneurial intention strongly contributes dramatically to promoting entrepreneurial initiatives and economic sustainability, which ultimately encourages the nascent entrepreneurial behavior of a person. This statement further supports the ideas of (Meoli et al., 2020). Thus, there is a connection between entrepreneurial intention and entrepreneurial behavior. Additionally, this relationship will be strengthened by the Theory of planned behavior (Ajzen, 1991).

Theory of planned behavior (TPB): Ajzen (1991) created the theory of planned behavior (TPB) as an expansion of Fishbein and Ajzen's theory of reasoned action (TRA) (1975). The idea of planned behavior (Ajzen, 1991) is another well-known entrepreneurial intention model. It is the most often used theoretical model in studying entrepreneurial intentions. This model describes the intricate link between the critical variables of human behavior and that behavior itself. According to Krueger et al. (2000), entrepreneurship is the product of deliberate and planned activity. The idea of planned behavior is a valuable and influential framework for researching and comprehending entrepreneurial activity because it demonstrates that human activity is a cause of intention (Al-Jubari, 2019; Maheshwari, 2021). Furthermore, according to Laukkanen (2022), people are more likely to engage *in* an entrepreneurial activity if their intention is higher. The theory of planned behavior is generally accepted and utilized in the literature on entrepreneurial intention and behavior. Thus, this investigation employed the

theory of planned behavior as its primary theory of study (Cui & Bell, 2022; Martins et al., 2022; Onjewu et al., 2022; Palmer et al., 2021; Neves & Brito, 2020; Vamvaka et al., 2020)

There is a dearth of theoretical and empirical research that examines the connection between entrepreneurial intention and behavior (Kallas & Parts, 2021; Yasir et al., 2017). Ajzen's (1991) theory of planned behavior has frequently been used in research on entrepreneurial intention to understand the factors influencing people's decisions to pursue entrepreneurship. With a few notable exceptions, academics generally concur that the three antecedents of the theory of planned behavior, namely, attitude toward entrepreneurship, subjective norm, and perceived behavioral control, shape each person's intention to engage in business. These three cognitive prerequisites for planned activity are considered accurate predictors of entrepreneurial intention, which explains the diversity in emerging entrepreneurial behavior across research (Awwad & Al-Aseer, 2021; Hsu et al., 2019; Vamvaka et al., 2020). Unfortunately, there has not been enough research done on this part of the idea.

There are significant research gaps between the advancement of the information needed to support the entrepreneurial intention and nascent entrepreneurial behavior (Alam et al., 2019); (Kaki et al., 2022; Zhang et al., 2022). This paper concentrates on how healthy entrepreneurial intention predicts actual start-up activity. Only a small number of research have looked at the relationship between intention and nascent entrepreneurial behavior in the context of entrepreneurship, despite the notion of planned action's constant predictive value (Alam et al., 2019; Farooq, 2018; Laukkanen, 2022; Meoli et al., 2020; Shinnar et al., 2018; Yasir et al., 2017; Zhang et al., 2022). Considering all the above literature, the current study has concluded that firm entrepreneurial intention promotes nascent entrepreneurial behavior for start-up activity. Thus, the first hypothesis of this study is stated as follows.

H1: Entrepreneurial intention has a positive impact on nascent entrepreneurial behavior

Although the theory of planned behavior is a valuable tool in studying entrepreneurial intention, it is crucial to include additional pertinent factors to strengthen the theory's capacity to explain and predict choice. Accordingly, this study has considered attitudes toward entrepreneurship, subjective standards, and perceived behavioral control as the key determinants of entrepreneurial intention, as proposed by the theory of

planned behavior by Ajzen (1991). With this theory in this investigation, the relationship between these constructs with entrepreneurial intention is theoretically enhanced.

Attitude toward Entrepreneurship and Entrepreneurial Intention

Ajzen (1991, p. 188) defines attitude as "the degree to which a person has a favorable or negative opinion or appraisal of the conduct in issue" and says it is a one-factor determining purpose. Moreover, the first construct in the theory of planned behavior is the attitude toward entrepreneurship, which is described as a person's overall assessment of a particular activity (Ajzen, 1991). A person's attitude denotes their thoughts of their attractiveness and includes their ideas and expectations regarding the emotional effects of the results of a specific action (Krueger et al., 2000). An attitude in the context of entrepreneurship refers to the unique qualities that influence people to have a favorable attitude toward entrepreneurship in general and entrepreneurial intention.

Intention toward entrepreneurship can only be explained by attitude, and there is a strong correlation between attitude and entrepreneurial sense (Miranda et al., 2017; Palmer et al., 2021; Santos et al., 2016). Neves and Brit (2020) found that attitude has the most significant impact on influencing entrepreneurial intention, among other characteristics. Hatak et al. (2015) looked at attitudes toward students' entrepreneurial intentions to elucidate further. They discovered that the desire to become an entrepreneur was well predicted by attitude toward entrepreneurship.

According to several studies, favorable attitudes toward establishing a venture affect students' future job choices and their entrepreneurial mindset over time (Galvão et al., 2018; Lopez et al., 2021; Maheshwari, 2021; Nguyen & Duong, 2021; Paray & Kumar, 2020). It follows that attitude influences and sparks entrepreneurial intention logically. However, the theory of planned behavior asserts that attitude towards entrepreneurship is a significant antecedent of entrepreneurial intention (Ajzen, 1991). Additionally, empirical research has shown that entrepreneurial attitudes significantly impact nascent entrepreneurs' choices to establish a firm (Altinay et al., 2012; Awwad & Al-Aseer, 2021; Farrukh et al., 2018). It is possible to conclude that attitude toward entrepreneurship impacts entrepreneurial intention based on the theory of planned behavior and the literature. Thus, the second hypothesis of this study can be stated as follows.

H2: Attitudes toward entrepreneurship have a positive impact on entrepreneurial intention

Subjective Norm and Entrepreneurial Intention

Subjective norms in the context of entrepreneurship might be defined as views of what essential people in a person's life think about starting their own business, conditioned by the intensity of their drive to do so (Krueger et al., 2000). Moreover, Mohammed et al. (2017) defined subjective norms as a person's perception of what others in their close social circles or significant others, such as parents, friends, and co-workers, would think about them engaging in or abstaining from engaging in a specific action, such as a business endeavor. Additionally, subjectivist norms, which compel people to adhere to predetermined standards, are frequently the result of peer pressure, friend pressure, or family pressure. The normative views linked with the likelihood that essential referent groups or persons would support or oppose certain conduct serve as the fundamental drivers of subjective norms (Nungsari et al., 2022). According to Ajzen (1991), a person's perception of social pressure to act in a certain way is influenced by the opinions of significant others, which can either encourage or limit a specific action. Thus, subjective norms, which compel people to adhere to predetermined standards, typically result from peer pressure, friends, or family.

The prior entrepreneurial intention research had contradictions according to subjective criteria. For example, it has been noted as a negligible or small factor of entrepreneurial intention, among others (Krueger et al., 2000; Linán & Chen, 2009). However, other research has revealed that subjective norms are a powerful predictor of entrepreneurial ambition.(Al Mamun et al., 2016; Anwar et al., 2020; Arranz et al., 2019; Kaki et al., 2022; Roy et al., 2017).

People are less inclined to participate in entrepreneurial action if essential people, including family and friends, think it is too hazardous, and the opposite is also true. Numerous investigations have supported this connection between subjective norms and entrepreneurial intention empirically (Amofah et al., 2020; Cavalcante et al., 2022; Nikou et al., 2019; Otache et al., 2021; Wijayati et al., 2021), which found that the decision to initiate a business venture was significantly influenced by referent groups such as friends. Subjective norms in the context of entrepreneurship may be seen as an individual's impressions of what essential people in their life think about starting their own business, which is influenced by how strongly they

are motivated to do so (Krueger et al., 2000). Thus, after referring to the literature above, it can be concluded that subjective norms impact entrepreneurial intention. Thus, the third hypothesis of this study can be stated as follows.

H3: Subjective norms positively impact the entrepreneurial intention

Perceived Behavioral Control and Entrepreneurial Intention

The phrase "perceived behavioral control" relates to how simple or complex an activity is seen by the person doing it (Ajzen, 1991). If the work is thought to be simple, it will probably be carried out. Likely, individuals will not participate if it is considered challenging. These control ideas may be founded partly on experience with the behavior, according to Ajzen (1991). Many scholars have asserted that in addition to knowledge, perceived behavioral control is also influenced by first-hand understanding of the behavior (Mohammed et al., 2017; Vamvaka et al., 2020 Thevanes, 2021), the experiences of acquaintances and friends, and by other factors that either increase or decrease the perceived difficulty of engaging in the behavior.

According to the theory of planned behavior, perceived behavioral control, entrepreneurial intention, and entrepreneurial behavior are related (Trivedi, 2016; Nasip et al., 2017; Ohanu & Ogbuanya, 2018; Paray & Kumar, 2020; Martins et al., 2022). Moreover, the theory of planned behavior (Ajzen, 1991) has highlighted that perceived behavioral control is a significant antecedent in determining entrepreneurial intention.

Moreover, the theory of planned behavior (Ajzen, 1991) has highlighted that perceived behavioral control is a significant antecedent in determining entrepreneurial intention. People should feel more in control of their actions if they have enough chances and resources and expect few obstructions or hurdles (Martins et al., 2022). Kolvereid (1996) asserted that perceptions of behavioral control about entrepreneurship reflect people's perceived capacity to become entrepreneurs. According to Krueger, the degree to which a person believes they can start a firm effectively is crucial in critical sloping entrepreneurial intention. As a result, we identify perceived behavioral control as a vital component of people's entrepreneurial sense based on the theory of planned behavior by Ajzen (1991) and the research.

Thus, based on the above literature and the theory of planned behavior (Ajzen, 1991), it can be concluded that there is an impact between perceived

behavioral control and entrepreneurial intention. Thus, the fourth hypothesis can be constructed as follows.

H4: Perceived behavioral control positively impacts entrepreneurial intention

Relationship between Personality Traits and Attitudes Towards Entrepreneurship

Personality traits continue to receive much attention despite earlier criticism. Numerous paradigmatic research examines the impact of the prominent five personality traits on entrepreneurial intentions (Awwad & Al-Aseer, 2021). Other, more focused personality traits have been researched, such as risk perceptions (Elali & Al-Yacoub, 2016; Farrukh et al., 2017; Yoopetch, 2021), locus of control (Fernandes et al., 2018), need for achievement (Elali & Al-Yacoub, 2016; Farrukh et al., 2017; Ismail et al., 2012), and (Nungsari et al., 2022; Sidratulmunthah et al., 2018).

However, other personality traits, including creativity (Biraglia & Kadile, 2017; Shahab et al., 2019) and innovativeness (Adu et al., 2020; Awwad & Al-Aseer, 2021), are also considered in numerous studies that influence people's intentions to start their own business. Therefore, it can be concluded that personality traits have also attracted significant attention, potentially affecting entrepreneurial choice. Therefore, after reviewing prior research, this study has noted that proactive personality, need for achievement, propensity for taking risks, and locus of control are all highly influential personality traits regarding nascent entrepreneurs' intentions to start their businesses. The social cognitive theory links the four selected personality traits with entrepreneurial intention and nascent entrepreneurial behavior.

The social cognitive theory: The social cognitive theory refers to human behavior as the triadic, dynamic, and reciprocal connections between a person's characteristics, behaviors, and environment. It also describes how humans' cognitive processes are affected by their perceptions of efficacy, affecting whether and how particular actions are carried out (Tran & Von Korfflesch, 2016; Wang et al., 2021). Moreover, according to Wang et al. (2021), the social cognitive theory is a valuable method for outlining how an entrepreneur's traits influence their entrepreneurial activities due to their interactions with the environment.

Social cognition theory is the primary paradigm for analyzing entrepreneurial phenomena in many settings, including nascent entrepreneurs' goals and conduct (Wang et al., 2021). According to this idea, effectiveness grows through imitation and observation of role models and involves modifying the observer's mental models, which govern their beliefs and behaviors (Bandura, 1986, 1997). Based on the social cognition theory, Bandura's reciprocal determinism asserted that individuals' conduct would be influenced by their characteristics and perceptions of their surrounding environment (Bandura, 1978).

This is because the social cognitive theory offers a helpful framework for tackling the challenge of figuring out how certain personalities eventually affect entrepreneurial intention and behavior, which has been deemed essential in recent years by many scholars (Farooq, 2018; Shirokova et al., 2016; Wang et al., 2021). Additionally, this theory emphasizes how crucial it is to look at individual factors for budding entrepreneurs to comprehend intricate organizational processes, such as new venture creation.

The current study, which is grounded in social cognitive theory, aims to investigate the effects of four personality traits, namely: proactive personality, need for achievement, risk-taking propensity, and internal locus of control, which are crowned as widely acknowledged personality traits in entrepreneurship literature, on entrepreneurial intention-behavior literature in starting new businesses.

H5: personality traits positively influence entrepreneurial intention

Proactive Personality and Attitude toward Entrepreneurship

A dispositional concept known as the proactive personality describes how people differ in how much they act to change their surroundings (Bateman & Crant, 1993). people who take the initiative to affect or change their surroundings by founding their businesses have the talent and imagination to do so (Nasip et al., 2017). In the entrepreneurship literature, a proactive personality directly affects on attitude toward entrepreneurship (Adu et al., 2020; Awwad & Al-Aseer, 2021; Maheshwari, 2021), and they also have a positive correlation with venture formation (Chang et al., 2009; Mergemeier et al., 2018; Vogel, 2017). In addition, Fernandes et al. (2018) claimed that a proactive personality is directly associated with a favorable attitude towards entrepreneurship to generate an entrepreneurial intention, innovativeness, risk tolerance, and optimism. Thus, the next hypothesis is as follows.

H5a: Proactive personality positively influences on attitude toward entrepreneurship

Need for Achievement and Attitude toward Entrepreneurship

"A person's desire for excellence or to succeed in competitive conditions" is the need for achievement (Shinnar et al., 2018). According to a study by Nasip et al. (2017), university students' demand for success (need for achievement) affects their positive attitude toward entrepreneurship to start their businesses. Furthermore, Farrukh et al. (2018) discovered that the desire for accomplishment is the best indicator of an individual's attitude to start a business and that those with a high need for achievement will invest more in their ventures. Maheshwari (2021) discovered a similar positive relationship between the need for achievement and attitude toward entrepreneurship. Therefore, based on the past literature and the social cognitive theory, this study suggests the following hypothesis:

H5b: The need for achievement positively influences the attitudes toward entrepreneurship

Propensity to Take Risks and Attitude toward Entrepreneurship

Prospective entrepreneurs must deal with risk or uncertainty to launch a new business. "The perceived probability of receiving rewards associated with the success of a situation that the individual requires before he will subject himself to the consequences associated with failure, the alternative situation providing less reward as well as less severe consequences than the proposed situation," says Yoopetch (2021). According to Koh (1996), one's positive attitude towards taking chances in ambiguous decision-making might be a risk-taking style. According to a study by Nasip et al. (2017), dispositional risk propensity affects how receptive students think and start their businesses on the campuses of comprehensive universities.

However, Farrukh et al. (2018) found that risk-taking directly affects one's attitudes toward entrepreneurship. According to another study, taking risks and having attitudes toward entrepreneurship are associated (Awwad & Al-Aseer, 2021; Farrukh et al., 2017; Maheshwari, 2021). Thus, based on the above literature and the social cognitive theory, the next hypothesis can be stated as follows.

H5c: Risk-taking propensity positively influences the attitudes toward entrepreneurship

Locus of Control and Attitudes towards Entrepreneurship

The idea of locus of control is either internal (people feel they have control over their lives) or external (people think their actions and lives are determined by other forces they have no control over, like chance or fate) (Rotter, 1966). According to prior research, an internal locus of control component significantly impacts attitudes toward entrepreneurship (Awwad & Al-Aseer, 2021; Farrukh et al., 2017).

Additionally, managing entrepreneurial businesses have a more muscular locus of control and attitudes toward entrepreneurship (Farrukh et al., 2018). Further, Tseng et al. (2022) have underlined the link between internal locus of power and successful entrepreneurial ventures with positive attitudes. Thus, based on the past literature and the social cognitive theory, the next hypothesis can be stated as follows.

H5d: Locus of control positively influences the attitudes toward entrepreneurship

Relationship between Contextual Factors and Perceived Behavioral Control

The social cognitive career theory: Building on Bandura's social cognitive theory (Bandura, 1986), The social cognitive career theory (Lent, Brown, and Hackett, 1994) examines how an individual's social situation complements their choice to pursue a specific job, affecting career transitions. Further, this theory is one of the most widely acknowledged theories in supporting ideas describing how people develop their job interests and make congruent career decisions in their lives. According to the social cognitive career theory, contextual factors impact people's development and professional choices. They do this by strengthening the relationship under favorable environmental conditions and weakening it under unfavorable ones (Lent et al., 2000). Therefore, in developing a new venture, this theory might assist clarify how people's entrepreneurial intentions are turned into an entrepreneurial career choice, as every opportunity, resource, and challenge is impacted by human perception (Arshad et al., 2019). Moreover, if people believe their aims are supported by their surroundings, people are more inclined to turn their interests into goals and take action (Lent et al., 2000). However, people are less prone to follow confident professional choices if they believe that the context would hinder their efforts in those directions.

Lent et al. (1994) stated that the contextual factors might be modeled as a series of concentric circles enclosing people. The individual can be seen as nestled inside the inner circle, surrounded by their closest social connections (such as family, friends, and mentors), and surrounded by the broader social backdrop (e.g., organization and macroeconomic conditions). As a result, this study will use the social cognitive career theory to analyze the relationship between contextual elements on intentions to start new businesses in the future. Thus, the next hypothesis of this study is as follows.

H6: Contextual factors positively influence entrepreneurial intention

According to Turker and Selcuk (2009), three contextual elements directly impact a person's intention to launch a new business. They all directly impact perceived behavioral control (how simple or complex an activity is seen by the person doing it) that people require to start a new business. They are perceived educational support, perceived relational support, and perceived structural support.

Perceived Educational Support and Perceived Behavioral Control

Getting essential entrepreneurship education information through a college education is an effective method. Still, it also highlighted how many students' entrepreneurial dreams are hampered by a lack of preparation, business knowledge, and a reluctance to take risks to realize their goals (Awwad & Al-Aseer, 2021). Therefore, universities may play essential roles in motivating young people to pursue entrepreneurial careers. However, they are frequently criticized for promoting entrepreneurship and being overly scholarly (Anjum et al., 2022; Anwar et al., 2020). Most institutions now offer entrepreneurial undergraduate and graduate courses or programs to address this deficiency.

Some studies (Anjum et al., 2022; Anwar et al., 2020; Arranz et al., 2019; Maheshwari, 2021) analyzed how the entrepreneurial interests of universities affect the perceived behavioral control of students. According to Paray and Kumar's study from 2020, university students' entrepreneurial education might favor perceived behavioral control. Many scholars also suggested a connection between entrepreneurship education and perceived behavioral control (Mohammed et al., 2017; Thevanes, 2021; Wijayati et al., 2021; Zhang et al., 2022). Thus, entrepreneurship education may influence how simple or complex an activity is seen by the person pursuing a career in entrepreneurship (Anjum et al., 2022; Maheshwari, 2021). Therefore, based

on the social cognitive career theory, the next hypothesis is formulated as follows.

H6a: Perceived educational support positively impacts perceived behavioral control

Perceived Relational Support and Perceived Behavioral Control

Family history has also been considered in earlier research as influencing entrepreneurial inclination. According to Farooq (2018), family influences respondents' professional decisions second only to personal experience. Therefore, one's professional choice is likely to be influenced by the support of family and friends. This relational support in the current study primarily refers to the emotional and material assistance of family and friends. Someone may be inspired to pursue an entrepreneurial career if they know they will receive this assistance when they launch a firm.

Additionally, it is crucial to have strong relationships to pool the first funds needed to launch a new firm (Ambad & Damit, 2016; Tomy & Pardede, 2020). Furthermore, Patuelli et al. (2020) found a substantial correlation between the extent of relational support and the entrepreneur's performance and entrepreneurial intention. A study of the literature considers several research that supports the claim that the quantity and quality of relational support is a critical factor in determining how simple or complex an activity is seen by the person (Adu et al., 2020; Farooq, 2018, 2018; Jena, 2020; Meoli et al., 2020). It is important to note that this concept of relational support greatly influences young entrepreneurs' perceived behavioral control, entrepreneurial intention, and, later on, behavior.

Additionally, Tomy and Pardede (2020) emphasized that relational support may significantly contribute to perceived behavioral control, mobilization of resources, opportunity recognition, tacit knowledge, and technical information needed to launch a new company endeavor. Relational support is hence highly regarded for business venture formation. The following hypothesis is therefore put forth considering the social cognitive career theory.

H6b: Perceived relational support positively impacts perceived behavioral control

Perceived Structural Support and Entrepreneurial Intention

Perceived structured support is the third variable under contextual variables. People today live in broader social, cultural, economic, political, and technical aspects (Barba-Sánchez et al., 2022). Entrepreneurship's contemporary environment is mainly determined by economic and political forces controlled by individuals working in public, private, and non-governmental sectors. Entrepreneurs may face opportunities or risks in such a system. People may exhibit a lesser propensity for entrepreneurship, for example, if there are some hurdles to entrance into the market. However, it would be assumed that individuals are more likely to start a firm if they view the current circumstances as sufficient and suitable (Esfandiar et al., 2019; Vamvaka et al., 2020).

The government primarily provides structural support for entrepreneurship, and especially this support is needed to inculcate people's positive attitudes toward perceived behavioral control (Thevanes, 2021; Wijayati et al., 2021). Perceived behavioral control of a person will vary depending on how beneficial the support system is and how much support is provided (Ambad & Damit, 2016; Neves & Brito, 2020). To reduce the strain of entrepreneurial start-ups and development on entrepreneurs, there is an urgent need for government help (Mamun et al., 2017). Government support primarily manifests in two ways: first, through the provision of policy support, such as non-profit tax reduction and exemption, and second, through the provision of partial discount loans and service support for problem-solving, such as by streamlining the processes for evaluating entrepreneurial qualifications, expanding the channels for entrepreneurial credit loans, offering technical assistance and training to entrepreneurs, and developing a business interaction platform (Zhang et al., 2022). These many government aid programs directly impact a person's impression of how easy or difficult it is to launch a new business. Therefore, based on the social cognitive career theory, it is assumed that:

H6c: Perceived structural support positively impacts perceived behavioral control

Gender as a Moderator on the Relationship between Entrepreneurial Intention and Nascent Entrepreneurial Behavior

Gender and sex are two distinct notions. Ahl (2006) asserts that gender relates to society's significance to male and female categories. In contrast, sex refers to the biological qualities of men and women (biology, anatomy, and physiology) constructed through social, cultural, and psychological means. Gender is ultimately something one does and performs about others, not just one part of sex (Shinnar et al., 2018).

Female entrepreneurship is essential to boosting the economy and reducing poverty (Anwar et al., 2020). Sadly, statistics reveal that women are less likely to become business owners (Sidratulmunthah et al., 2018; Vracheva et al., 2019). This can be partially related to how entrepreneurship has historically been viewed as a job for men (Ahl, 2006; Vracheva et al., 2019). Consequently, women often have weakened entrepreneurial intentions (Westhead & Solesvik, 2016). Thus, understanding the role of gender is crucial because it may explain the low start-up rate among women, which may not be due to less entrepreneurship in their hearts or a weak social setting. This study has proposed that gender served as a moderator on entrepreneurial intention and nascent entrepreneurial behavior, considering all prior research on the relationship between gender, entrepreneurial preference, and developing entrepreneurial behavior with the support of social role theory (Eagly, 1987).

Social Role Theory: According to Eagly's social role theory (1987), physical differences, gender roles, and socialization affect how men and women behave. Furthermore, Eagly contended that elements connected to adult social functions significantly impact a person's execution of specific behaviors. Thus, socially imposed gender stereotypes categorize certain professions as primarily feminine or masculine (Anwar et al., 2020; Vracheva et al., 2019).

Despite a rise in female entrepreneurship, empirical research indicates that males are more likely than women to own more and larger enterprises (Adu et al., 2020; Palmer et al., 2021; Vamvaka et al., 2020). (Fernandes et al., 2018; Hatak et al., 2015; Ohanu & Ogbuanya, 2018; Trivedi, 2016). One lens for interpreting these disparities is social role theory (Eagly et al., 2000), which suggests that men and women occupy various social positions. Due to socially imposed gender stereotypes, several professions are stereotyped as

held mainly by women or men. People should strive for careers that are socially acceptable for their gender, according to Maheshwari (2021). These stereotypes are not only prescriptive, indicating how men and women "should" behave, but also descriptive, indicating the disparities between men and women (Arafat & Saleem, 2017).

According to socially conditioned conceptions, entrepreneurship has always been seen as a manly profession (Ahl, 2006) that requires aggressiveness, competition, and risk-taking (González-López et al., 2021). Therefore, the possibilities and incentives people encounter while pursuing particular careers might be influenced by widely held notions about gender roles. The gendered nature of an entrepreneurial profession can also affect how female entrepreneurs interact with different service providers, such as lenders, and, as a result, restrict women's access to the resources or family support they need to be successful as entrepreneurs (Armuna et al., 2020).

Moreover, women may also experience more significant business-family conflict than males (Zhang et al., 2019), leading them to see the environment as complex and unsuited for entrepreneurship (Dao et al., 2021). According to Jena (2020), "women tend to regard themselves and their business environment in a less favorable light than males" and "perceive the entrepreneurial position as being less adequate for them" (Tseng et al., 2022). Further, Paray and Kumar (2020) stated that socially imposed gender roles and gender differences might contribute to comparatively low entrepreneurial ambition among women. Therefore, several research (Hatak et al., 2015; Liguori et al., 2018; Neves & Brito, 2020; Ohanu & Ogbuanya, 2018; Palmer et al., 2021; Tsai et al., 2016; Vamvaka et al., 2020) discovered variations in entrepreneurial intention and entrepreneurial behavior between the gender.

The issue of how likely it is for women with good intentions to follow through on those plans by starting businesses is still largely unresolved. It is still unknown how gender influences the developing relationship between intention and behavior. As a result, this study has concluded that further research has to be done on gender roles. This study aims to investigate the role of gender in the relationship between entrepreneurial intention and nascent entrepreneurial behavior. It is expected that gender moderates this relationship, making it more significant for males than for women.

This study has analyzed the literature on the theory of planned behavior, highlighting the connection between entrepreneurial intention and behavior

to create the baseline hypothesis of the direct relationship between entrepreneurial intention and behavior. Thus, this study contributed by examining gender as a moderator in Ajzen's (1991) intention-behavior relationship, which drew on social role theory (Eagly, 1987). Despite the number of women starting businesses rising, data from many nations typically points to a persisting gender gap in business ownership (Kumar et al., 2020; Sidratulmunthah et al., 2018; Vracheva et al., 2019). Understanding the underlying causes of this imbalance is necessary to address it; therefore, based on social role theory, this study has established the following hypothesis on the moderating effect of gender in the relationship between entrepreneurial intention and nascent entrepreneurial behavior.

H7: Gender moderates the relationship between entrepreneurial intention and nascent entrepreneurial behavior such that the relationship is more vital for men than women

Entrepreneurial Family Background as a Control Variable of the Study

People with an entrepreneurial family history are those whose parents or other family members are self-employed (Bogatyreva et al., 2019). According to several pieces of evidence in the literature on student entrepreneurship, students with a family business background come from a particular familial context that may have an impact on their future career intentions and increase their propensity to turn these intentions into actual behaviors (Liguori et al., 2018; Jena, 2020; Dao et al., 2021). According to empirical research by various scholars (González-López et al., 2021; Maheshwari, 2021; Shrivastava & Acharya, 2021), parental experience has a considerable influence on children's entrepreneurial intention and nascent behavior.

Also noted by Kaki et al. (2022) is the importance of earlier entrepreneurial experience as a predictor of self-employment, such as having parents who are independent business owners. For instance, by providing social capital, such as connections with vendors, business partners, and clients, parents who are also company owners can impact their children's career choices in entrepreneurship. In other words, while attempting to launch a new business, aspirant student entrepreneurs may profit from their parents' networks (Leiva et al., 2021). Comparatively to their universities, which also want to be entrepreneurs but lack the diversity of resources from family business

experience, this robust network offers them an advantage in turning intentions into deeds. Growing up in an entrepreneurial environment provides the chance to learn from self-employed parents who serve as role models (Leiva et al., 2021; Patuelli et al., 2020; Vracheva et al., 2019), fostering positive attitudes toward engaging in entrepreneurial activities as well as positive beliefs about a career in entrepreneurship. Children of these entrepreneurial parents may grow up wanting to start their businesses and being driven not to face challenges during their start-up preparation stage.

In addition, having experience in a family business gives individuals insight into entrepreneurial activity and the decision-making process (Onjewu et al., 2022), which makes it simpler to move from entrepreneurial intentions to actions because those who have this knowledge will be less afraid of failing. Additionally, parents frequently help their children by transferring money (Fernandes et al., 2018) and giving them opportunities to develop their human capital (Ohanu & Ogbuanya, 2018). Because of the resources and options available, aspiring student entrepreneurs may feel more confident because of the additional resources provided by the family (Ajzen, 2011)

Not only that, but families with businesses are also more likely to emotionally support their children's entrepreneurial endeavors, establishing a favorable subjective norm and supporting their career choices. This is in addition to providing help with various resources. Evidence reveals that people are more likely to turn their entrepreneurial ideas into start-up activities when they perceive support from their family and social networks (Jena, 2020; Kaki et al., 2022; Zhang et al., 2022). The likelihood of both entrepreneurial intents and start-up action is increased by a personal network of strong supporting links and high entrepreneurial self-efficacy, which may also emerge from family company experience (Fernandes et al., 2018; Bogatyreva et al., 2019; Palmer et al., 2021).

Thus, entrepreneurial family support needs to be controlled to determine the nexus between personality traits, contextual factors, entrepreneurial intention antecedents, and people's nascent entrepreneurial behavior. As a result, the control variable in this study is determined to be the entrepreneurial family background.

Thus, the first objective, 'To present literature to show the interconnection between variables with the support of past literature,' is achieved as above.

PROPOSED CONCEPTUAL FRAMEWORK

A result of this study's seven hypotheses and sub-hypotheses should be systematically and empirically tested to contribute to the existing knowledge of entrepreneurial intention and nascent entrepreneurial behavior. Moreover, based on the seven hypotheses, the proposed conceptual framework with 14 variables is presented in Figure 1: A proposed conceptual framework of the study.

The second objective, 'To propose a conceptual framework integrating the personality traits, contextual factors, antecedents of entrepreneurial intention, nascent entrepreneurial behavior, gender, and participants' entrepreneurial family background,' is also achieved as above.

CONCLUSION

In Management, Entrepreneurship is an exciting and critical construct. The primary purpose of this study is to develop a conceptual framework integrating personality traits, contextual factors, antecedents of entrepreneurial intention, and nascent entrepreneurial behavior with moderating effects of gender. Seven hypotheses and seven sub-hypotheses are formulated using a desk research strategy. Finally, A conceptual framework with 14 variables considering seven hypotheses and seven sub-hypotheses based on four theories is developed. This study report has significant ramifications for future scholars because no integrated model considers four theories inside a single conceptual framework, both locally and internationally.

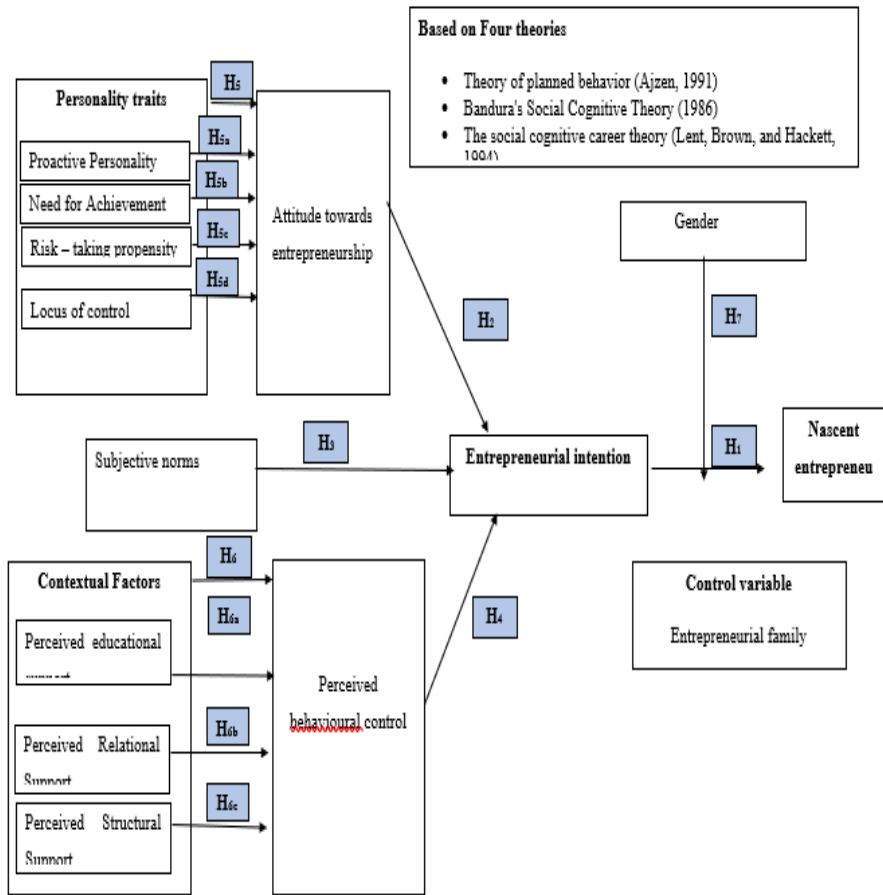


Figure 1: A Proposed Conceptual Framework of the Study

Source: Author Developed, 2022

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