pISSN: 1906 - 3296 © 2020 AU-GSB e-Journal.
eISSN: 2773 - 868x © 2020 AU-GSB e-Journal.
http://www.assumptionjournal.au.edu/index.php/AU-GSB

Influencing Factors of Entrepreneurial Intention among Engineering Students in Sichuan, China

Yu Shasha*, Charnsid Leelakasemsant

Received: Febuary 10, 2021. Revised: March 16, 2022. Accepted: March 21, 2022.

Abstract

Purpose: The purpose of this study is to investigate the key influencing factors of entrepreneurial intention of engineering students in Sichuan, China. The conceptual framework proposes Entrepreneurship Education (EE), Personal Attitudes (PA), Perceived Behavioral Control (PBC), Subjective Norms (SN), Entrepreneurial Self-efficacy (ESE), Entrepreneurial Creativity (EC) and Entrepreneurial Intention (EI). **Research design, data and methodology:** A quantitative research method (N=693) was adopted to issue questionnaires to engineering students in Xihua University. Nonprobability sampling technique includes judgmental sampling, stratified random sampling, and convenience sampling. Confirmatory factor analysis (CFA) and structural equation model (SEM) was used for data analysis and model measurement, including factor loading, reliability, validity and model fit. **Results:** The results illustrate Entrepreneurship Education (EE) was affected by entrepreneurial self-efficacy (ESE), perceived behavioral control (PBC) and personal attitude (PA). Entrepreneurial self-efficacy (ESE) had an effect on entrepreneurial creativity (EC). Personal attitude (PA) and entrepreneurial creativity (EC) significantly affected entrepreneurial intention (EI). Whereas ESE, PBC and SN did not significant to EI. **Conclusions:** Out of nine hypotheses, only six were supported to meet the research objectives. Therefore, it is suggested to carry out effective reform of entrepreneurship education in combination with the national construction of new engineering for improving students' entrepreneurial intention.

Keywords: Entrepreneurship Education, Entrepreneurial Intention, Perceived Behavioral Control, Entrepreneurial Self-efficacy, TPB theory.

JEL Classification Code E44, F31, F37, G15

1. Introduction

Since February 2017, the Ministry of Education has actively promoted the construction of new engineering. Under the background of the national implementation of "Made in China 2025": Action Plan and innovation-driven development programing documents new engineering construction such as "Fudan Consensus", "Tianda Action" and "Beijing Guide" have been successively formed (Hu et al., 2021). The construction of new engineering has become the direction of the reform and development of higher engineering education, and the quality of innovation and entrepreneurship has been brought into the teaching and discipline evaluation system of relevant universities, with more emphasis on the cultivation of "entrepreneurship and innovation" ability of engineering talents.

1 * Yu Shasha, Ph.D. TEM candidate, Graduate School of Business and Advanced Technology Management. Email: yushasha2022@gmail.com
2 Charnsid Leelakasemsant, Ph.D. TEM full time lecturer, Graduate School of Business and Advanced Technology Management, Assumption University of Thailand.