

DOCTORAL THESIS

From entrepreneurial learning to entrepreneurial intention -- mediation and moderation: evidence from university students in Hong Kong

Wan, Cho Yee

Date of Award:
2019

[Link to publication](#)

General rights

Copyright and intellectual property rights for the publications made accessible in HKBU Scholars are retained by the authors and/or other copyright owners. In addition to the restrictions prescribed by the Copyright Ordinance of Hong Kong, all users and readers must also observe the following terms of use:

- Users may download and print one copy of any publication from HKBU Scholars for the purpose of private study or research
- Users cannot further distribute the material or use it for any profit-making activity or commercial gain
- To share publications in HKBU Scholars with others, users are welcome to freely distribute the permanent URL assigned to the publication

ABSTRACT

Drawing on the theory of planned behaviour, this research attempts to examine the impacts of students' entrepreneurial learning on their entrepreneurial intention. In this study, self-report data were collected from 334 students in eight higher education institutions in Hong Kong. The results of the data analysis supported the association between entrepreneurial learning and entrepreneurial intention, as well as the mediating effect of entrepreneurial self-efficacy. The moderating effect of openness was also found to be significant, whereas that of entrepreneurial climate was not. This study provides practical implications to address the issues of low start-up rates of entrepreneurship among university students and some recommendations to university educators.

Keywords: Entrepreneurial Learning, Entrepreneurial Self-efficacy, Entrepreneurial Intention, Entrepreneurial Climate, Personal Values of Openness.

TABLE OF CONTENTS

DECLARATION	i
ABSTRACT.....	ii
ACKNOWLEDGEMENTS.....	iii
TABLE OF CONTENTS.....	iv
LIST OF TABLES.....	vi
LIST OF FIGURES	vii
CHAPTER 1 INTRODUCTION.....	1
1.1 Problem Statements	1
1.1.1 Importance of the Research	2
1.1.2 Existing Research Gaps	3
1.1.3 Research Questions.....	3
1.2 Theory and Research Framework.....	4
1.3 Research Objectives.....	7
CHAPTER 2 LITERATURE REVIEW.....	9
2.1 Entrepreneurship.....	9
2.2 Potential Entrepreneur	10
2.3 Entrepreneurial Intention	10
2.4 Shapero’s Model of the Entrepreneurial Event.....	11
2.5 Ajzen’s Theory of Planned Behaviour.....	13
2.6 Compatibility between Shapero’s Model & Theory of Planned Behaviour	14
2.7 Entrepreneurship Education.....	16
2.8 Entrepreneurial Self-efficacy.....	18
2.9 Entrepreneurial Climate.....	20
2.10 Personal Values of Openness.....	22
2.11 Existing Empirical Research on Entrepreneurial Intention, Related Mediators and/or Moderators.....	25
2.12 Research Gaps.....	25
CHAPTER 3 RESEARCH MODEL & HYPOTHESES	27
3.1 Research Model	27

3.2	Development of Hypotheses	29
CHAPTER 4	METHODOLOGY	35
4.1	Data Sampling & Collection	35
4.2	Sample Demographics	35
4.3	Measurement of Variables	37
4.3.1	Entrepreneurial Learning	37
4.3.2	Entrepreneurial Self-efficacy	38
4.3.3	Entrepreneurial Climate	38
4.3.4	Entrepreneurial Openness	38
4.3.5	Entrepreneurial Intention	38
4.3.6	Control Variables	38
4.4	Analytical Procedures	39
4.5	Construct Validity	40
4.6	Common Method Variance	41
CHAPTER 5	DATA ANALYSES & RESULTS	43
5.1	Descriptive Statistics and Correlations	43
Multiple Regression Analyses	43	
5.1.1	Testing Hypotheses 1 and 2	45
5.1.2	Testing Hypotheses 3	48
5.1.3	Testing Hypotheses 4 and 5	49
CHAPTER 6	DISCUSSION & CONCLUSION	52
6.1	Discussion of Research Findings	52
6.2	Theoretical Contributions	53
6.3	Practical Implications	56
6.4	Research Limitations and Recommendations for Future Studies	58
6.5	Conclusion	59
APPENDICES	60
LIST OF REFERENCES	93
CURRICULUM VITAE	114