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ENTREPRENEURIAL INTENTION: AN EMPIRICAL ANALYSIS OF NINE COUNTRIES BASED ON GEM

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ABSTRACT

This study examines the determinants of entrepreneurial intention (EI) across nine countries using data from the Global Entrepreneurship Monitor (GEM). Grounded in the Theory of Planned Behavior (TPB) and Expectancy Confirmation Theory (ECT), the study investigates relationships among personal attitude (PI), subjective norms (SN), perceived behavioral control (PBC), and three mediating factors: High Status of Entrepreneurs (HS), High Job Expectations (HJE), and Entrepreneurship as a Good Career Choice (GCC). Analyzing 169 valid samples from 2001 to 2023 using covariance-based structural equation modeling (CB-SEM), the findings reveal that PBC significantly influences HJE and GCC, positively shaping EI. However, HS negatively impacts EI, as societal perceptions of high-status entrepreneurs raise entry barriers and diminish self-efficacy. Additionally, early entrepreneurial activity (TEA) does not significantly affect HS, reflecting evolving attitudes toward entrepreneurship as less exclusive. These insights imply the need to re-evaluate societal narratives around entrepreneurship and create educational programs to boost realistic expectations and self-efficacy. This article is intended for policymakers, educators, and researchers in entrepreneurship. Policymakers can use the findings to design inclusive policies, educators can develop targeted training programs, and researchers can expand the theoretical understanding of cross-national entrepreneurial behavior. This study contributes by integrating GEM data with TPB and ECT frameworks, offering a comprehensive understanding of global EI determinants and practical insights for fostering entrepreneurial ecosystems.

KEYWORDS: Entrepreneurial intention, Theory of Planned Behavior, Expectancy Confirmation Theory, Global Entrepreneurship Monitor

JEL CLASSIFICATION: L26, N14, O3.

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INTRODUCTION

Entrepreneurship is widely recognized for its critical role in economic growth and societal development, driving innovation, job creation, and competitive markets. Entrepreneurial intention (EI) is fundamental to this process, serving as the foundation for actions that lead to enterprise creation and development. This study builds on the Theory of Planned Behavior (TPB) and Expectancy Confirmation Theory (ECT) to explore the factors influencing EI, focusing on personal attitude (PI), subjective norms (SN), and perceived behavioral control (PBC) as antecedents(Al-Jubari, 2019), alongside mediating variables such as the High Status of Entrepreneurs (HS), High Job Expectations (HJE), and Entrepreneurship as a Good Career Choice (GCC)(Shi et al., 2024). While prior research has examined these factors in various contexts, a significant gap exists in understanding their interplay using cross-national data.

This study is original in its integration of cross-national data from nine countries, representing diverse cultural, economic, and policy environments, to provide a comprehensive analysis of the determinants of EI. Unlike previous studies, which predominantly focus on single-country data, this research leverages data from the Global Entrepreneurship Monitor (GEM) covering the years 2001–2023. The study's objectives are twofold:

1. To investigate the relationships between TPB constructs, mediating variables, and entrepreneurial intention across diverse contexts.
2. To evaluate how contextual factors such as cultural and economic environments influence these relationships.

Structure of the Article

The Introduction outlines the research gap, the study's originality, objectives, and research questions. The Literature Review provides an in-depth discussion of TPB, ECT, and their relevance to EI, alongside empirical studies supporting the hypotheses. The Methodology describes the data collection process, the rationale for selecting nine countries, and the analytical approach using covariance-based structural equation modeling (CB-SEM). The Results and Discussion section presents key findings, interprets their significance, and evaluates them against existing literature. The Conclusion summarizes the study's contributions, discusses implications for policy and practice, and suggests avenues for future research.

Research Question

This study addresses the following overarching research question:

1. What are the key determinants of entrepreneurial intention?
2. How do contextual factors influence the relationships among these determinants across different national settings?

1 LITERATURE REVIEW

1.1 Theoretical Framing

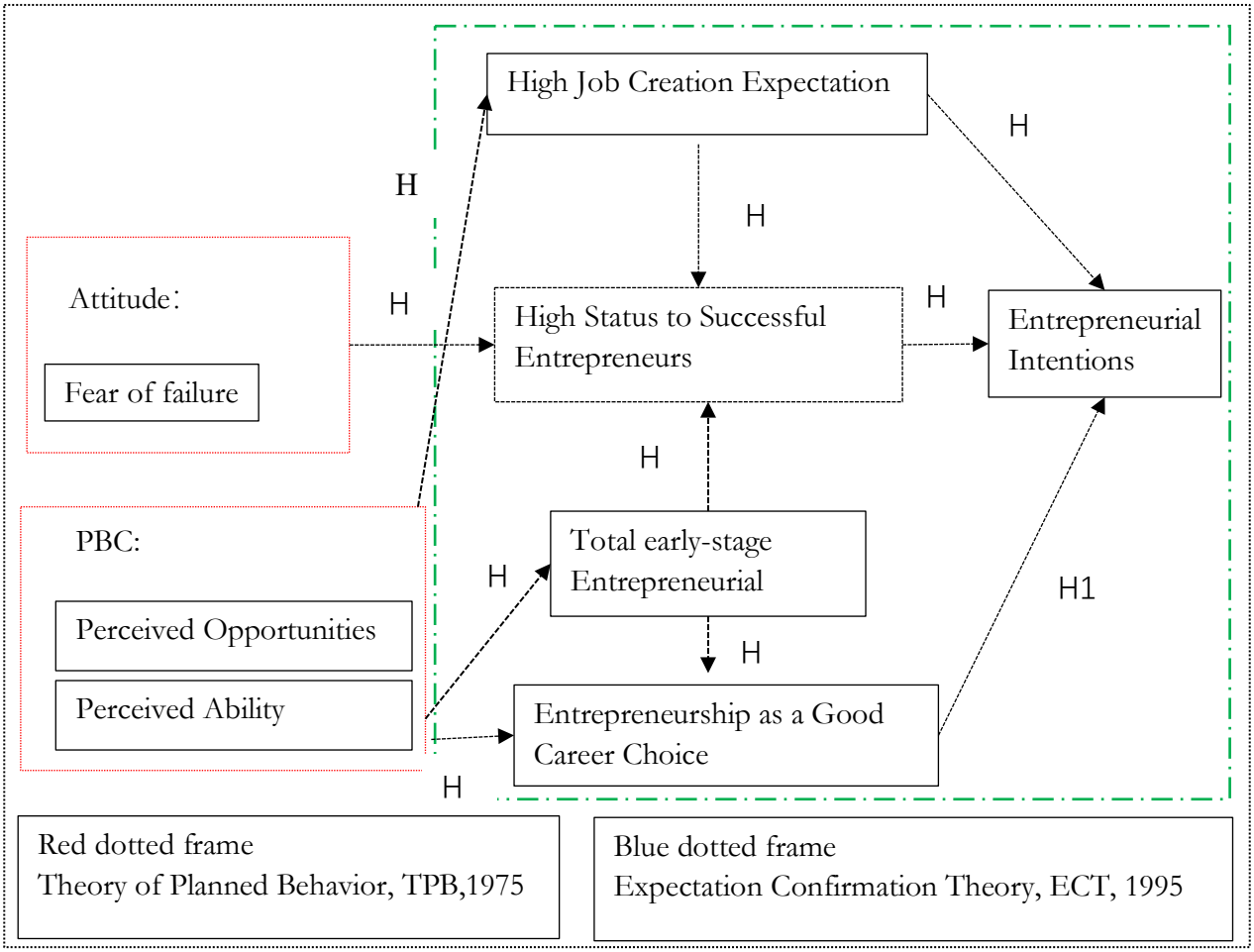
Generally, EI is defined as the desire of an individual to start or own a business (Dao et al., 2021). Various models are used to explain EI, such as the prospective model (Yasir et al., 2021)and the executive model of entrepreneurial ideas (Su et al., 2021a). However, none of them consider the factors that affect entrepreneurial intention as effectively as TPB.

TPB theory effectively considers three factors of entrepreneurial intention (EI)(Ajzen, 2020). First, perceived behavioral control describes the difficulty of completing a certain entrepreneurial task; second, subjective norms describe the social pressure to perform a certain entrepreneurial task, and finally, entrepreneurial attitude describes the individual's satisfaction with entrepreneurship. Many studies have shown that entrepreneurial intention (EI) is affected by personal attitude (PI), subjective norms (SN) and perceived behavioral control (PBC) (Doanh & Bernat, 2019 ; Hsu et al., 2019 ; Duong, 2022 ; Maheshwari & Kha, 2022), but researchers agree that entrepreneurial activities vary over time and across countries and are affected by various factors, and the expectation factor should also be considered (Lv et al., 2021).

The expectation factor effectively considers the impact of expectations on entrepreneurial intention. A person's actual behavior depends on various non-motivational factors, including high status of entrepreneurs (HS), high employment expectations (HJE), and entrepreneurship is a good career choice (GCC)(Handayani et al., 2023a). The three intermediate factors expand the intention factor of entrepreneurial intention(Pham et al., 2023). Given the importance of the theory of planned behavior (TPB) and expectancy confirmation theory (ECT) to entrepreneurial intention (EI)(Al Rousan et al., 2024), this study combined these two theories. The antecedent variables were personal attitude (PI), subjective norm (SN) and perceived behavioral control (PBC); the mediating variables were the

entrepreneur's high status, high employment expectations, and entrepreneurship was a good career choice; and the dependent variable was entrepreneurial intention (EI).

Figure*1* **Conceptual framework**



1.2 Hypotheses

1.2.1 Part 1 (About High Job Creation Expectation)

Higher perceived behavioral control enhances individuals' self-efficacy, allowing them to set higher expectations for future work and self-fulfillment goals (Ajzen, 2020). Further research shows that individuals with stronger perceived behavioral control usually display higher self-confidence and coping abilities, thereby setting higher expectations in career development(Liñán & Chen, 2009). In addition, perceived behavioral control significantly affects an individual's choice of career development direction, including the formation of high work expectations(Blaese et al., 2021a). Therefore, Hypothesis 1 was formed.

High job expectations not only reflect an individual's ideal pursuit of future work, but are also closely related to entrepreneurial intentions. Research points out that individuals' expectations for high work achievement will prompt them to actively choose to start a business to achieve self-set career goals(Duong et al., 2024). Further research shows that higher job expectations usually mean that individuals desire higher autonomy and control, and these characteristics are highly consistent with entrepreneurial behavior (Su et al., 2021). Therefore, Hypothesis 2 was formed.

- Hypothesis 1: Perceived behavioral control has a significant impact on high job expectations.
- Hypothesis 2: High job expectations have a significant impact on entrepreneurial intentions.

1.2.2 Part 2 (About High Status to Successful Entrepreneurs)

An individual's work expectations are closely related to his or her pursuit of social status (Elnadi & Gheith, 2021). Entrepreneurs usually have high work expectations, which are not only derived from personal achievement motivation, but also from their desire for social recognition. By improving their own work output and sense of responsibility, entrepreneurs can achieve a higher social status and thus meet their inherent social needs (Lu et al., 2021). Therefore, Hypothesis 3 was formed.

Entrepreneurs avoid the risk of failure in their actions to maintain and enhance their social status (Palmer et al., 2021). Especially in the context of high social status, entrepreneurs are more inclined to avoid the risk of failure in order to maintain their image and reputation (Yasir et al., 2021). The fear of failure is not only a psychological pressure, but also a motivation that drives them to maintain or enhance their social status through more cautious and dedicated behavior. Therefore, Hypothesis 4 was formed.

Perceived behavioral control not only affects entrepreneurs' self-efficacy, but also largely determines the resources and capital invested by entrepreneurs (Sansone et al., 2021). In the early stages of entrepreneurship, the enhancement of perceived behavioral control will increase entrepreneurs' confidence in resource allocation and project advancement, thereby increasing the total entrepreneurial amount and helping entrepreneurs gain a foothold in the market. Therefore, Hypothesis 5 was formed
The total amount of entrepreneurial capital not only directly affects the market position of the enterprise, but also indirectly affects the social status of the entrepreneur (Ayelotan, 2024). A high total amount of entrepreneurial capital usually means higher economic capital and market influence, which
lays the foundation for entrepreneurs to gain a higher status in society (Williams, 2022). Therefore, Hypothesis 6 was formed.

There is a positive relationship between social status and an individual's entrepreneurial intention(Olawuyi, 2024). Entrepreneurs with high social status are more likely to obtain capital and social support due to their extensive network resources and good social image, thereby increasing their willingness to continue to start a business. In addition, the recognition and sense of achievement brought by high social status inspire entrepreneurs' continued entrepreneurial intentions, giving them the motivation to further expand and develop in the entrepreneurial field (Yamini et al., 2022). Therefore, Hypothesis 7 was formed.

- Hypothesis 3: High job expectations have a significant impact on entrepreneurs' high social status.
- Hypothesis 4: The fear of failure has a significant impact on the high social status of entrepreneurs.
- Hypothesis 5: Perceived behavioral control has a significant impact on the total amount of early-stage entrepreneurship.
- Hypothesis 6: The total amount of early-stage entrepreneurship has a significant impact on high social status.
- Hypothesis 7: Entrepreneurs' high social status has a significant impact on entrepreneurial intentions.

1.2.3 Part 3 (About Entrepreneurship as a Good Career Choice)

Individuals' attitudes and behaviors are influenced by the environment and the behaviors of others (Alshebami, 2022). When the total amount of early entrepreneurial activities in a country or region is high, the social recognition and support for entrepreneurship will also increase accordingly (Tiwari et al., 2022). Therefore, hypothesis 8 was formed.

Perceived behavioral control refers to an individual's belief that he or she can successfully perform a certain behavior(Ajzen, 2020). When individuals believe that they have the abilities and resources required for entrepreneurship, they are more likely to have a positive attitude toward entrepreneurship as a good career choice(Amofah & Saladrigues, 2022). Therefore, hypothesis 9 was formed.
Career choice is one of the key factors that influence behavioral intention (Ajzen, 2020). When individuals firmly believe that entrepreneurship is a valuable career choice, they are more likely to have entrepreneurial intentions(Liñán & Chen, 2009). Therefore, positive entrepreneurial choices directly promote the strengthening of entrepreneurial intentions. Therefore, hypothesis 10 is formed.

- Hypothesis 8: The total amount of early-stage entrepreneurship has a significant impact on whether entrepreneurship is a good career choice.
- Hypothesis 9: Perceived behavioral control has a significant impact on whether entrepreneurship is a good career choice.
- Hypothesis 10: Entrepreneurship is a good career choice has a significant impact on entrepreneurial intention.

2 METHOD

2.1 Data collection

The basic demographic characteristics of the respondents, as defined by the Global Entrepreneurship Monitoring Network[1], include individuals aged 18 to 64, covering various career stages. This demographic diversity strengthens the generalizability of the findings and provides a broad representation of entrepreneurial intentions across different age groups and professional experiences.
The data collection of this study uses secondary data from the Global Entrepreneurship Monitoring Network (https://www.gemconsortium.org/). The data random selected are 180 data from the Global Entrepreneurship Monitoring Data of 9 countries (China, the United States, Malaysia, the United Arab Emirates, France, the United Kingdom, Austria, Germany, and Australia) from 2001 to 2023. After deleting the years with individual missing data, 169 valid data remain. For path coefficients between 0.11–0.2, the required sample sizes are 155 for a 5% significance level(Hair Jr et al., 2021). Therefore, 169>155, the sample of this study is relatively sufficient.

This study selects nine countries covering both developed and developing nations, to analyze entrepreneurial intention (EI) across varying levels of economic development and cultural contexts. The selection reflects the study's goal of investigating how economic, policy, and social factors influence entrepreneurial intention in diverse settings. By incorporating this diverse set of countries, the research aims to provide globally applicable insights into the determinants of EI.

Developed nations in this study include the United States, the United Kingdom, France, Germany, Austria, and Australia. These countries are characterized by highly industrialized economies, robust social welfare systems, and strong technological innovation capabilities. For example, the United States and the United Kingdom represent market-driven economies with well-established and internationalized entrepreneurial ecosystems. France stands out for its government-driven entrepreneurship support policies, such as subsidies and incubators. Germany and Austria highlight the impact of industrialization and regional economic integration on entrepreneurial intention, while Australia offers a unique perspective with its diverse and globally connected entrepreneurial environment. These developed nations provide valuable data for understanding key factors influencing entrepreneurial intention in high-income and stable economic contexts.

Developing nations in this study include China, Malaysia, and the United Arab Emirates. These countries are characterized by rapidly growing economies and strong policy-driven initiatives. China, as the world's second-largest economy, drives entrepreneurship through policy incentives like the "Mass Entrepreneurship and Innovation" initiative. Malaysia, with its multicultural background and emerging market characteristics, offers opportunities to examine the influence of cultural diversity on entrepreneurial intention. The United Arab Emirates represents a resource-dependent economy undergoing transformation, with a focus on technology and tourism sectors to diversify its economic base. The inclusion of these developing nations provides insights into the role of rapid economic transition and policy support in shaping entrepreneurial intention, offering a more comprehensive perspective for cross-national research.

2.2 Procedure

This study used the GEM study to analyze a representative sample of adults from nine countries via the Adult Population Survey (APS). The measurement method is explained as follows:

- (PO) Perceived Opportunities Rate: Percentage of 18-64 population (individuals involved in any stage of entrepreneurial activity excluded) who see good opportunities to start a firm in the area where they live.
- (PC) Perceived Capabilities Rate: Percentage of 18-64 population (individuals involved in any stage of entrepreneurial activity excluded) who believe they have the required skills and knowledge to start a business.
- (FOF) Fear of Failure Rate: Percentage of 18-64 population (individuals involved in any stage of entrepreneurial activity excluded) who are latent entrepreneurs and who intend to start a business within three years.
- (TEA) Total early-stage Entrepreneurial Activity Rate: Percentage of 18-64 population who are either a nascent entrepreneur or owner-manager of a new business.
- (HJE) High Job Creation Expectation Rate: Percentage of those involved in TEA who expect to create 6 or more jobs in 5 years.
- (HS) High Status to Successful Entrepreneurs Rate: Percentage of 18-64 population who agree with the statement that in their country, successful entrepreneurs receive high status.
- (GCC) Entrepreneurship as a Good Career Choice Rate: Percentage of 18-64 population who agree with the statement that in their country, most people consider starting a business as a desirable career choice.

2.3 Measurement

This study uses covariance-based structural equation modeling (CB-SEM) for data analysis to explore the causal relationship between different variables and their path effects. For measurement models with six or more variables and a sample size greater than 100, it is recommended to use a single SEM method for total score regression. CB-SEM demonstrates higher statistical efficiency for hypothesis testing and path analysis, particularly when applied to relatively large sample sizes, such as the 169 valid samples used in this study. In the comparison of (PLS-SEM) and (CB-SEM) in terms of macro data measurement effects, CB-SEM focuses on explanatory modeling for causal relationship testing, which is conducive to theoretical testing. Therefore, this study chose (CB-SEM)(Hair et al., 2017).

3 RESULTS

3.1 Normality test

Table 1 **Normality test results(Descriptive Statistics)**

Variable	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis
EI	169	2.41	56.33	17.1000	9.40455	1.078	1.734
PO	169	5.25	77.27	36.7672	15.74969	-.037	-.140
PC	169	9.00	71.66	42.6667	14.71833	-.626	-.249
FOF	169	13.91	65.32	38.3815	8.78273	.363	.542
TEA	169	1.48	25.52	8.4466	4.33662	1.013	1.141
HJE	169	.50	39.55	21.7744	7.69755	-.227	-.341
HS	169	44.98	92.42	71.2027	9.62932	-.916	.529
GCC	169	22.81	82.80	56.7166	13.37550	-.634	.179

(Source: own elaboration)

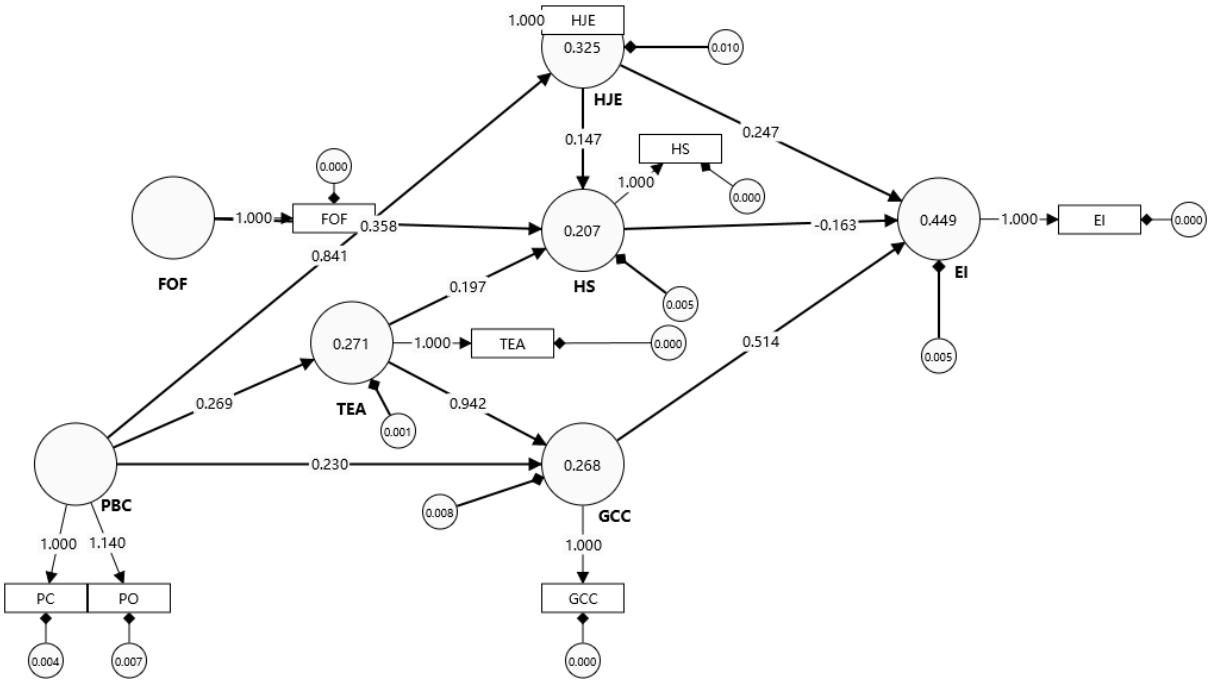
Table 1 presents the descriptive statistics of the study variables, including their means, standard deviations, skewness, and kurtosis values. These metrics provide an initial evaluation of the univariate normality of the eight variables. Specifically, the skewness and kurtosis values fall within the acceptable range of ±2(Kline, 2011), indicating that the variables approximately meet the requirements for univariate normality. This initial assessment of the eight variables' normal distribution forms the foundation for subsequent structural equation modeling (SEM) analysis based on hypotheses 1-10.

3.2 Overview

The loading factor of perceived behavioral control (PBC) is greater than 0.7, which meets the model requirements. The R-square of the model is greater than 0.2, which meets the model requirements. CB-SEM explains:

1. The per-unit effect of perceived behavioral control (PBC) on high employment expectations (HJE) is 0.325.
2. The per-unit effect of High Job Creation Expectation(HJE), Fear of Failure (FOF), and Early entrepreneurial total (TEA) on the high status of entrepreneurs (HS) is 0.207.
3. The per-unit effect of early entrepreneurial total (TEA) and perceived behavioral control (PBC) on entrepreneurship is a good career choice (GCC) is 0.268.
4. The per-unit effect of high employment expectations (HJE), high status of entrepreneurs (HS) and entrepreneurship is a good career choice (GCC) on entrepreneurial intention (EI) is 0.449.

Figure *2* **Modeling results using CB-SEM (R-squared values are inside construct ovals for endogenous constructs**



(Source: own elaboration)

Table 2 **Hypothesis testing results**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
FOF -> EI	-0.058	-0.059	0.028	2.105	0.035 *
FOF -> HS	0.358	0.362	0.068	5.274	0.000 *
GCC -> EI	0.514	0.517	0.085	6.049	0.000 *
HJE -> EI	0.222	0.219	0.066	3.368	0.001 *
HJE -> HS	0.147	0.144	0.048	3.043	0.002 *
HS -> EI	-0.163	-0.163	0.072	2.268	0.023 *
PBC -> EI	0.427	0.434	0.126	3.391	0.001 *
PBC -> GCC	0.483	0.491	0.129	3.742	0.000 *
PBC -> HJE	0.841	0.848	0.204	4.131	0.000 *
PBC -> HS	0.177	0.176	0.055	3.242	0.001 *
PBC -> TEA	0.269	0.272	0.063	4.241	0.000 *
TEA -> EI	0.452	0.442	0.153	2.948	0.003 *
TEA -> GCC	0.942	0.911	0.248	3.791	0.000 *
TEA -> HS	0.197	0.200	0.128	1.542	0.123 #

*=significance; #=Not significance.

(Source: own elaboration)

The results show that fear of failure (FOF) in social norms (SN) and high status of entrepreneurs (HS) have a negative and significant impact on entrepreneurial intention (EI). The total amount of early entrepreneurial investment (TEA) in social norms (SN) has a positive and insignificant impact on high status of entrepreneurs (HS). The others are all positive and significant.

4 DISCUSSION

4.1 Discussion on Hypothesis

Through this model, we found that attitude (ATT) has a positive and significant relationship with the high social status (HS) of entrepreneurs and entrepreneurial intention (EI); perceived behavioral control (PBC) has a positive and significant relationship with The total amount of early entrepreneurial activities (TEA), and perceived behavioral control (PBC) has a positive and significant relationship with entrepreneurship is a good career choice (GCC) and entrepreneurial intention (EI). The influence of attitude (ATT)(Lihua, 2022) and perceived behavioral control (PBC) (Handayani et al., 2023; Al-Jubari et al., 2019).on entrepreneurial intention (EI) is consistent with the theory of planned behavior.

High Status to Successful Entrepreneurs (HS) has a positive and significant relationship with entrepreneurial intention (EI), High Job Creation Expectation (HJE) has a positive and significant relationship with entrepreneurial intention (EI), and Entrepreneurship as a Good Career Choice (GCC) has a positive and significant relationship with entrepreneurial intention (EI). The influence of High Status to Successful Entrepreneurs (HS)(Albtoosh & Ngah, 2024), High Job Creation Expectation (HJE)(Pham et al., 2023), and Entrepreneurship as a Good Career Choice (GCC) (Blaese et al., 2021b)on entrepreneurial intention (EI) is consistent with the expectation confirmation theory.

4.2 Comparison with International Results

In this model, the most important factor influencing entrepreneurial intention (EI) is entrepreneurship as a good career choice (GCC). This finding aligns with Malaysia research(Al-Jubari, 2019 ; Salamzadeh et al., 2022), which demonstrated that career attractiveness significantly promotes entrepreneurial intention among university students in Malaysia. Similarly. United States research (Hsu et al., 2019) emphasized that perceived career benefits play a critical role in shaping entrepreneurial motivations in the United States. Vietnam research (Doanh & Bernat, 2019) also identified GCC as a key driver of EI in Vietnam, underscoring its relevance across both developed and developing countries. Further support comes from a cross-cultural study comparing India and Saudi Arabia research(Hoda et al., 2021), which highlights the influence of cultural perceptions of entrepreneurship as a viable career path.
The second factor, high job creation expectation (HJE), reflects individuals' beliefs that entrepreneurship offers opportunities for economic contribution through job creation. This is consistent with Northern Europe and Asian countries research (Khursheed et al., 2018), which identified job creation potential as a positive driver of EI in Northern Europe and Asian countries. A cross-national study of six ASEAN economies similarly revealed that supportive entrepreneurial policies significantly enhance job creation expectations, thereby boosting EI(Virasa et al., 2022).

The third factor, the high status of successful entrepreneurs (HS), exhibits mixed effects internationally. In Vietnam research(Doanh & Bernat, 2019), found a positive correlation due to cultural respect for entrepreneurs. However, in the Middle East research(Al Rousan et al., 2024), societal perceptions of entrepreneurial status can create psychological barriers, reducing self-efficacy. Additionally, research on students in emerging countries demonstrated that while HS can sometimes discourage entrepreneurial intention, it can inspire aspirational behavior when coupled with adequate social support(Vafaei-Zadeh et al., 2023). Moreover, findings from Turkey, Poland (developing economies), and Kosovo (a transition economy) suggest the high status of successful entrepreneurs (HS) significantly influence students' entrepreneurial intentions and awareness(Bağış et al., 2023).

4.3 Solutions to Research Conflicts

The explanation for the doubts about H6 comes from The total amount of early entrepreneurial activities (TEA). TEA has no significant effect on the high status (HS) of entrepreneurs. This may be because with the popularization of perceived behavioral control (PBC) of entrepreneurial activities, entrepreneurship

is no longer seen as a scarce or special career choice, thus reducing the high status (HS) it brings(Hassan et al., 2021). The legitimacy and status of a profession depend not only on its popularity, but also on social values, norms, and the perception of the profession on economic and social development (Soomro & Shah, 2022). Therefore, the insignificant effect of the total amount of early entrepreneurial activities (TEA) on the high status (HS) of entrepreneurs can be attributed to the combined effects of the prevalence of perceived behavioral control (PBC), the quality of total early entrepreneurial activity (TEA), and cultural cognitive factors(Manna & Biswas, 2022).

The explanation for the doubts about H7 comes from The high status (HS). HS of entrepreneurs has a negative and significant impact on entrepreneurial intention (EI). This indicates that the image of high-status entrepreneurs (HS) raises the standards and expectations of entrepreneurship, causing potential entrepreneurs to feel a decrease in self-efficacy, and thus a decrease in entrepreneurial intention (EI)(Bouichou et al., 2021). In addition, the high status (HS) of entrepreneurs may make entrepreneurship an elite activity, increasing the psychological threshold and social expectations of entry (Ilevbare et al., 2022). This elitist cognition may cause potential entrepreneurs to believe that entrepreneurship requires extraordinary talents, resources or social capital, thereby reducing their entrepreneurial intention (EI) (Khaw et al., 2023). At the same time, the success stories of high-status entrepreneurs (HS) are often magnified by the media, ignoring the difficulties and failures that may be faced in the entrepreneurial process, causing potential entrepreneurs to doubt the reality of entrepreneurial intention (EI) (Karim et al., 2023). Therefore, the high status (HS) of entrepreneurs has a negative and significant impact on entrepreneurial intention (EI), which may be attributed to the combined effects of decreased high job expectations (HJE), less early entrepreneurial activity (TEA), and increased risk of failure (FOF)(Mayamba, 2023; Dutta & Sobel, 2021).

CONCLUSIONS

Main Findings

This study analyzed the determinants of entrepreneurial intention (EI) across nine countries using the Theory of Planned Behavior (TPB) and Expectancy Confirmation Theory (ECT). The results show that hypotheses H1, H2, H3, H4, H5, H8, H9, and H10 are consistent with previous studies, while H6 and H7 diverge. Specifically, the total amount of early entrepreneurial activities (TEA) has no significant impact on the high status (HS) of entrepreneurs, and HS has a negative impact on EI. These findings suggest that while perceived behavioral control (PBC), high job expectations (HJE), and entrepreneurship as a good career choice (GCC) positively influence EI, the societal perception of high-status entrepreneurs may raise barriers and reduce self-efficacy among potential entrepreneurs.

Limitations

The data utilized in this research is derived from the Global Entrepreneurship Monitor (GEM) across nine countries. Although this allows for robust cross-national comparisons, it may not fully capture the specific cultural and economic contexts unique to particular regions. Additionally, the structural equation modeling (SEM) approach used in this study effectively examines causal relationships but does not explore longitudinal changes in entrepreneurial intention over time, which could provide deeper insights into its dynamic nature (Khursheed et al., 2018). These limitations are not intended to undermine the study's contributions but rather highlight areas for future exploration and enhancement.

Audience

The findings of this study are particularly relevant to policymakers, educators, and entrepreneurship researchers. Policymakers can use these insights to design targeted interventions that address barriers such as the negative perception of high-status entrepreneurs. Educators can develop entrepreneurship programs that enhance self-efficacy and realistic career expectations among students. Researchers focusing on cross-national studies of entrepreneurial behavior may also benefit from the theoretical and methodological framework employed in this study.

Directions for Future Research

Future studies could explore the complex interactions between TEA, HS, and EI through qualitative approaches, such as interviews or case studies, to gain deeper insights into regional dynamics. Additionally, longitudinal studies could examine how entrepreneurial intention evolves over time in response to changing economic and policy environments. Lastly, integrating psychological factors such as motivation and resilience with TPB and ECT frameworks could provide a more holistic understanding of entrepreneurial behavior.

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