

THE EFFECT OF EXTERNAL INFLUENCERS AND PERSONAL MOTIVATORS ON ENTREPRENEURIAL INTENTION

Abstract

The objective of this study is to explore entrepreneurial intention of students in Mexico and Uruguay, two developing economies in Latin America, by examining the impact of role models, entrepreneurial self-efficacy and structural support on entrepreneurial intention and whether entrepreneurial self-efficacy can moderate role models and structural support relationships. Non-probability sampling technique was used to obtain responses from undergraduate students in private universities in both countries. Structural equation modelling was employed to test all hypothesized relationships. This study contributes to knowledge by affirming certain variables were positively related as previously established in the literature, such as those between entrepreneurial self-efficacy and role models on entrepreneurial intention, but also offers questions when the findings of the paper shows that in developing countries the structural support does not generate support for entrepreneurial intention, as it happens in developed economies.

Keywords: Entrepreneurial Self-efficacy; Role Model; Structural Support

Paper type Research paper