

Springer Proceedings in Business and Economics

Sebastian Kot
Bilal Khalid
Adnan ul Haque *Editors*

Corporate Practices: Policies, Methodologies, and Insights in Organizational Management

International Conference
on Entrepreneurship and the Economy
in an Era of Uncertainty 2023

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Editors

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International Conference on Entrepreneurship
and the Economy in an Era of Uncertainty
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ISSN 2198-7246 ISSN 2198-7254 (electronic)
Springer Proceedings in Business and Economics
ISBN 978-981-97-0995-3 ISBN 978-981-97-0996-0 (eBook)
<https://doi.org/10.1007/978-981-97-0996-0>

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Preface

The 3rd International Conference on Entrepreneurship and Economy in an Era of Uncertainty took place on November 15–17, 2023, in Pattaya, Thailand. The conference was organized in collaboration with agreement, King Mongkut’s Institute of Technology Ladkrabang in Thailand, Stamford International University in Thailand, and Czestochowa University of Technology in Poland.

Few academic initiatives are as vibrant and revolutionary as the study of economics and entrepreneurship. Understanding these disciplines is becoming increasingly important as the world changes and offers new opportunities and challenges. This is especially true in these unpredictable times when our economic environments and entrepreneurial pursuits are shaped by swift changes on the global stage and unanticipated disruptions. The 3rd Global Conference on Economy and Entrepreneurship in the Era of Uncertainty is evidence of our dedication to bringing these important topics to light. In an atmosphere of cooperation and research, the conference was convened to explore the various dimensions of economics and business, examining how they adapt and thrive unpredictably.

The rapid advancement of technology is causing a significant shift in the global economy that is leading to the emergence of the digital economy and Industry 4.0. Despite being influenced by a number of variables, this evolution emphasizes how important entrepreneurship is to promoting sustainability and economic success. We are holding this conference in this exciting and changing environment, focusing on the revolutionary potential of technology and how it affects accounting, sustainability, management, and the entrepreneurial spirit in businesses. It is critical to acknowledge the benefits of technology adoption in addition to the difficulties that businesses and society confront. Digital technologies, which provide creative solutions to consumers and businesses, have been essential in reducing the disruptions brought about by various economic issues. Thus, Industry 4.0 and the digital economy have advanced more quickly. Notably, a large number of these technologies are now generally available and are incorporated into the operations of a broader spectrum of businesses.

The principal aim of this conference is to promote an extensive discourse on the latest advancements in the digital economy, innovations, and their significant implications for modern economies. We want to investigate the various ways that technology affects business ventures, management approaches, green projects, and accounting procedures in businesses and institutions in this forum. The conference community is indispensable for spreading the newest developments and encouraging international cooperation. We are ready to explore the dynamic relationship between technology and entrepreneurship as a group here, knowing that combining these two factors will propel economies forward and build resilience. We hope to be a part of the continuous change in the economic landscape by exchanging knowledge and insights with one another, which will promote innovation and sustainable growth worldwide. Professionals from Bahrain, Bulgaria, Canada, China, Czech Republic, Hungary, India, Indonesia, Iraq, Israel, Latvia, Malaysia, Pakistan, Philippines, Poland, Portugal, Romania, Saudi Arabia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Thailand, Ukraine, Vietnam took part in the 2023 conference. These partnerships brought a wealth of varied viewpoints and mutually beneficial skills to the conference, highlighting the international scope of the scholarly discourse.

During the meeting, we mutually acknowledged the profound significance of convening the 3rd Global Conference on Entrepreneurship and Economy in an Era of Uncertainty. The collective recognition of this significance shows our dedication to cultivating a deeper awareness of the obstacles and possibilities that lie ahead in our constantly evolving global landscape. The conference fostered meaningful dialogues, generated novel concepts, and eventually enhanced the ongoing global discourse on entrepreneurship and economics. It aims to transform the current era of uncertainty into a phase of exploration, adjustment, and advancement.

Collectively, we commenced this scholarly expedition, positioned to unearth the discernments that will mold the trajectory of entrepreneurship and economics, even amidst the most unpredictable circumstances the world has faced in recent history, first with the COVID-19 pandemic in 2020 and other global conflicts.

Following the opening ceremony, a plenary session occurred during which various speakers presented on various topics. One presentation focused on the impact of globalization on the management of culture in enterprises and discussed logistics and humanitarian aid. Another presentation centered around rethinking sustainable transportation and the role of shared mobility in urban environments. Additionally, a strategy for personal development and unlocking inner potential was shared, and the importance of sustainable development goals and their contribution to transforming higher education was emphasized.

The Young Researchers Workshop held during the conference offered a unique opportunity for attendees to gain valuable insights and expertise in academic publishing, particularly in high-indexed Scopus journals. This masterclass was expertly conducted by distinguished panelists and editors who collectively brought a wealth of experience and knowledge. Along with prioritizing publication in high-impact Scopus journals, this masterclass offered many advantages that extended beyond the confines of the conference setting. Some advantages include enhanced

research quality; participants were encouraged to refine their research methodologies, ensuring their contributions were rigorous, innovative, and impactful. The masterclass was a networking hub, connecting young researchers with established academics in their respective fields. This networking opportunity can open doors to collaborative research projects, career development, and long-lasting professional relationships. Participants were equipped with strategies and practical tips for navigating the often intricate process of manuscript submission and peer review. This knowledge can significantly increase the likelihood of successful publication in high-indexed Scopus journals, further enhancing their academic portfolios. Attendees were mentored on the importance of research visibility. High-indexed Scopus journals offer a wide readership and a strong reputation in the academic community. Having research published in such journals can significantly enhance the visibility and impact of a researcher's work, thus contributing to their academic career advancement. Beyond publishing, the masterclass also focused on developing academic skills, such as academic writing, presentation techniques, and effective communication. These skills are transferable and valuable for researchers in various academic careers. Participants could seek personalized advice and guidance from the expert facilitators. This mentorship can extend beyond the workshop, supporting young researchers' academic pursuits. Interacting with accomplished scholars can be a motivating and inspirational experience, encouraging young researchers to pursue excellence in their academic pursuits.

Throughout the 3-day conference, attendees engaged in a series of activities, including six distinct sessions, master classes, knowledge exchange with peers, and deliberations on various topics about entrepreneurship, creative and innovative enterprises, sustainable communities, business and organizational management, and innovations in the digital economy. These discussions encompassed subjects such as digitalization in education, the Internet of Things (IoT), sustainable environments, and the challenges of managing projects across diverse borders, etc.

The conference received a lot of submissions which were all subjected to an extensive and rigorous review process; a double blind peer review approach was used for all submitted papers. The editors of the conference conducted the initial assessment and scrutiny of the papers, and they were checked for plagiarism to proceed to the next stage. The papers that made it to the next stage were subsequently forwarded to at least two reviewers for a blind peer review process. After the peer review procedure was concluded, a technical evaluation and assessment of the papers for plagiarism, proficiency in English, and overall organization was performed. Consequently, a collection of superior scholarly articles was generated, showcasing exemplary methodologies and empirical findings about the subject matter of the conference. All the manuscripts that made to this stage further assessment and substantial extension before being accepted for publishing in the Springer Proceedings in Business and Economics series.

For the first section, "Entrepreneurial Mindset," six papers were selected. The first paper in this theme track discusses a casual model of entrepreneurial intention in undergraduate students. The authors examined how creative activities and

projects by universities and colleges influence entrepreneurial intention in undergraduate students of a mid-size governmental university in Thailand. The second paper in this theme track explored the factors involved in predicting the entrepreneurial mindset and the relationship between the entrepreneurial mindset and success. The study aims to understand how the entrepreneurial mindset is created and to analyze how this attitude affects entrepreneurial success. The third paper in track evaluated personal growth and self-discovery with an emphasis on unlocking inner greatness. This was considered vital in a world of chances and challenges where individuals seek to fulfill their full potential. The study placed a major focus on the establishment of explicit objectives and the development of a forward-thinking mentality as fundamental initial measures. The fourth submission addresses the influence of heuristics and cognitive biases on the decision-making processes within committees focused on special education. This study examines the various elements that impact the decision-making process, including perceptual, implementation-related, and general factors. Additionally, it investigates the consequences of these factors on the internal conversations among committee members. The fifth paper explores the concept of society as a quasi-organic organism, examining how culture manifests itself physically through verbal, material, and geographical forms and evaluating culture as a concept distinct from biology and deeply ingrained in the human experience, both molding and being formed by our neuroplastic brains. The final article in this looked at the relevance of psychological, cognitive, and neurological flexibility in fulfilling twenty-first-century demands. It explores how education and perception shape people and society, evaluating how they affect the social and educational environment and how well they meet twenty first-century needs.

The second theme track borders on “Entrepreneurship and Innovation.” Ten papers were selected. The first paper on the theme examined the use of brand mascots in marketing campaigns for tourist destinations and their impact on building brand awareness. The second submission focuses on examining entrepreneurship among the Roma community, a significant minority group in Europe, looking into the awareness and intentions for entrepreneurship among young individuals of Roma ethnicity pursuing education and seeking personal and professional development opportunities. The third paper in this track compares women’s entrepreneurship in India across time to gain significant insights and reveal India’s global women’s entrepreneurship status through extensive studies. The fourth paper assesses the contribution of skills to entrepreneurial intentions among transgender people who help them integrate into society. The fifth paper investigated the effects of Education 4.0 on HEIs and assessed its impact through survey-based quantitative research. The sixth paper explored the impact of instant messengers that would result in behavioral changes in the consumer and the effects of digital channels on messages. The seventh article proposed a model that will shape the adoption patterns of battery electric vehicles (BEVs) within the consumer demographic of Thailand. The eighth paper investigated the dynamic nature of online platform interaction within the specific context of fresh fruit e-commerce in China utilizing multiple factors: perceived value, product quality, social media influence, familiarity with e-commerce platforms, and online shopping convenience. The ninth paper explored the relationship between specific

entrepreneurial characteristics and entrepreneurial spirit among Indonesians. The final paper in the theme expands upon the current body of literature about student satisfaction at public universities in Malaysia by examining the influence of readiness for e-learning, training for e-learning, and motivation for e-learning.

The third theme track covers “Creative and Innovative Enterprises.” Nine papers were selected for this theme track. The first paper in this theme track assessed the use of social networks by younger users in individual EU countries, focusing on gender characteristics and age, and the importance of social networks for e-commerce. The second paper offers a framework of value co-creation for enterprises and discusses the relevance of six groups of participants or actors involved in value co-creation processes for enterprises. The third paper reviewed SMEs’ adoption of Industry 4.0 (I4.0) tools in supply chain financing (SCF) and discusses the benefits of I4.0 and SCF for SMEs, the barriers to adoption and implementation, and a systems theory-based methodology for adopting SCF I4.0 tools to accelerate I4.0 SCF adoption. The fourth paper analyzed the support of the Regional Operational Program of the Silesian Voivodeship 2014–2020 to increase innovativeness, innovative activity, and the implementation of innovation in the EU projects in the SMEs in the Silesian Voivodeship. The fifth article aimed to identify and develop a set of strategic measures that address the challenges identified in integrating digital technologies. The sixth paper attempted to identify post-pandemic proficiencies in demand and examined how educational institutions promote them to boost employability. The seventh submission aimed to inscribe the issues leaders confront in nurturing creativity at individual and team levels. The eighth paper used a systematic review to examine the influence of social media on destination marketing in China and reviewed the use of short videos as a destination marketing social media tool. The final paper in the theme track aims to identify ongoing research directions common to resilience and dynamic capabilities, utilizing the Scopus database from 2020 to 2023.

The fourth theme track covers “Entrepreneurship, Accounting, and Venture Capital.” Ten papers were selected for this theme track. The first paper in this theme track presented an experimental method based on the dynamics of road and bridge works prices, reducing the risk of exceeding construction investment costs. The second submission in this track investigated the impact of the COVID-19 pandemic, especially the lockdowns and restrictions, on various economies, with a focus on how these measures affected enterprises, mainly service-based businesses. The third submission explored whether the gender of the CEO influences the motives leading to creative accounting and the influence of the gender of the CEO on the implementation of creative accounting by employees under the direction of the CEO. The fourth paper examined the effect of profitability and leverage on dividend policy decisions for Jordanian firms that are listed on the Amman Stock Exchange (ASX) using a panel econometric model. The fifth paper in this track examined how perceived pleasure and trust related to utilizing mobile payments were perceived, as well as how these factors affected users’ intentions to keep using the service. The sixth article investigates the impact of revenue streams on nonprofit organizations’ total annual revenue, financial performance, and financial stability. The seventh paper for this theme track investigated the effect of integrating sustainability reporting and

Eco-innovation activities on the firm value. The eighth article attempts to build a model framework to help Chinese mobile payment operators identify factors that affect consumers' use of mobile payment to expand consumer groups and enhance the competitiveness of mobile payment companies. The ninth article investigated the volatility spillover from three leading capital markets, New York, Shanghai, and Japan Stock Exchange on the Stock Exchange of Thailand, using Dynamic Conditional Correlation Multivariate GARCH (DCC-MGARCH). The final paper for this theme track evaluated the factors influencing purchasing decisions of nutritional supplements for the elderly in Thailand, focusing on health consciousness, quality assurance, social influence, accessibility, and perceived benefits.

The fifth theme track covers "Business and Organizational Management." The theme had 18 papers. The first paper in this theme track addresses the urgent need for a unified EU-level regulation of telework. This topic has gained critical importance due to the COVID-19 pandemic. The second submission presented the policy research for the management efficiency of the research facility. The third submission aims to determine how European pandemic-related restrictions and the armed conflict in Ukraine influenced seaport cargo volumes. The fourth paper examined the impact of CSR toward employees on organizational trust, organizational commitment, and customer orientation behavior and the mediating role of organizational trust and organizational commitment in the relationship between perceived CSR toward employees and customer orientation behavior. The fifth paper ascertained whether company internationalization and globalization can produce new circumstances that alter Poland's firm management paradigm. The sixth article scrutinized the role of Poland in ensuring the logistics of humanitarian aid provided to Ukraine by the international community in wartime. The seventh study for the theme track explored the interplay between authentic leadership, employee resilience, and employee work performance. The eighth submission investigated the factors influencing the organizational survival of retail food businesses during the COVID-19 outbreak in Thailand to develop a conceptual framework. The ninth paper attempted to create a tool to collect qualitative research data on Thai prosumers' performance on social media. The tenth article examined the impact of the feminine leadership style and feminine organizational culture on the organization's overall performance in contrasting economies. The eleventh paper intended to calculate the efficiency score for selected countries, describe their innovation profiles, and compare the most effective and the least effective. The twelfth submission explored the influence of the COVID-19 pandemic on work values and the reality of career choices among university students. The thirteenth paper explores the intricate dynamics of factors influencing customer retention within the parcel delivery sector. The fourteenth submission for the theme track analyzed the mediating role of psychological capital in the relationship between psychological empowerment and innovative work behavior in marketing employees at a private Bank in Bali. The fifteenth article investigated the complex roles that employers, workplace climate, and acceptance play in shaping the experiences of employees with disabilities from the employees' perspective. The sixteenth research submitted for the theme was a quantitative case study report seeking to explore the teachers' emotions, emotional regulation strategies, and withdrawal behaviors the

unique population of the Arab sector Israel. The final paper in the track explored the correlation between the leadership of the Arab Scout movement counsels and the community engagement of its members.

The sixth theme track covers “Organizational Performance and Sustainability.” The theme had 9 papers. The first paper in this theme track presented the available ways and methods of measuring the phenomenon of reputation as the modern challenge for responsible and sustainable development of the perceived image of entities as their very fragile intangible assets. The second submission examined innovative approaches to online reputation management during a global pandemic. The third paper focuses on developing sustainable mobility in cities in Poland, Europe, and worldwide, explicitly emphasizing the sharing economy’s role. The fourth submission in this theme track examines the relationship between green marketing strategies and how they impact consumer perceptions of brands. The fifth paper focuses on highlighting the significance of Psychological Capital as a mediator variable between Psychological Empowerment and Service Behavior and Service Climate and Service Behavior of the employees in the banking sector in south India. The sixth submission investigates the potential of Fourth Industrial Revolution technologies in advancing Agenda 2030 of the SDGs. The seventh paper examines how the food sector has changed from traditional competitiveness to supply chain competition, emphasizing sustainability, environmental awareness, and ethics. The eighth submission for this theme track discourses the pressing issue of climate change and the drivers behind it by exploring the relationship between CO₂ emissions and various economic indicators of 22 European countries from 1992 to 2019. The final submission for this theme track discusses the increasing importance of green technology in response to global environmental challenges and the urgent need for environmental sustainability. It highlights the relatively new concept of green innovation and the limited amount of research conducted on this topic.

We want to express our sincere gratitude to our esteemed keynote speakers, distinguished panelists, and dedicated authors who have played a pivotal role in shaping the success of this conference. Their invaluable contributions in the form of submissions and the subsequent meticulous review process, guided by the insightful feedback from our diligent reviewers, have been instrumental in making this event a resounding success. We extend our heartfelt appreciation to the diligent members of the Program Committee for their unwavering commitment to providing astute reviews ensuring the quality and relevance of the conference content.

As we reflect on the achievements of this conference, we are filled with hope and anticipation for the future. We aspire that this conference will continue to thrive as an annual tradition, serving as a distinguished platform for the convergence of scientists and practitioners. In the years to come, we look forward to witnessing the exchange of ideas, the sharing of the latest breakthroughs, and the collaborative exploration of the ever-evolving landscape of the global business economy.

We would like to express our sincere appreciation to all the authors who submitted their work for consideration in this publication. Your dedication to advancing knowledge and contributing to academic discourse is genuinely commendable. We are grateful for the effort and expertise you have shared with us. We would also like to

extend our heartfelt thanks to the reviewers who carefully evaluated the submitted works. Your insightful feedback and constructive criticism have been invaluable in maintaining the quality and rigor of the content included in this publication. Your commitment to scholarly excellence is deeply appreciated. It is through the collaborative efforts of authors and reviewers that this publication has achieved its scholarly significance. We extend our deepest gratitude to each and every individual who has contributed to the realization of this endeavor.

Czestochowa, Poland
Bangkok, Thailand
Fredericton, Canada
November 2023

Sebastian Kot
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Entrepreneurial Mindset

A Casual Model of Entrepreneurial Intention in Undergraduate Students



Porngarm Virutamasen, Piyapong Klaikleng, Kageeporn Wongpreedee,
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Abstract This research describes how entrepreneurial intention is developed, giving the importance of creative activities and projects provided by universities. Thus, the antecedents of entrepreneurial intention were investigated among undergraduate students of a mid-size governmental university in Thailand. It was argued in this framework that creative activities organized by the university or the college contributed to instilling entrepreneurial intention in undergraduate students. Self-administered survey data from 400 undergraduate students were collected and analyzed using the structural equation model technique to verify the hypothesis relationships. The findings indicated that creative activities supported by the university significantly affected entrepreneurial intention among undergraduate students via entrepreneurial self-efficacy. Additional results also revealed the significant influence of individual growth mindset and individual creativity among students, which correlate well with entrepreneurial self-efficacy. The paper concludes with suggestions for extended research and implications for educators and policymakers in education regarding entrepreneurial intention strategies development among students.

Keywords Entrepreneurship · Entrepreneurial Intention · Entrepreneurial Self-Efficacy · Creative Activity

1 Introduction

The subject matter of entrepreneurship has garnered significant scholarly and academic interest in recent decades [1]. It has been regarded as a key activity contributing to the economy by creating new jobs. It is strongly associated with the socio-economic evolution of developed and developing countries [2]. Two

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S. Kot et al. (eds.), *Corporate Practices: Policies, Methodologies, and Insights in Organizational Management*, Springer Proceedings in Business and Economics,
https://doi.org/10.1007/978-981-97-0996-0_1

major streams of research have been carried out on this issue: (1) Entrepreneurial intention and (2)—entrepreneurial education. Entrepreneurial intention reflects the person's willingness and readiness to pursue entrepreneurship as a career choice and to get involved in entrepreneurial activities [3]. Most previous studies on entrepreneurial intention have focused on exploring personal traits and personalities that affect an individual's entrepreneurial intention [4]. Within this stream of research, entrepreneurial self-efficacy has been proposed to have a direct impact on entrepreneurial intention, where individuals with high levels of entrepreneurial self-efficacy tend to deal successfully with the entrepreneurship process and the challenging conditions attached to the process [2, 5]. Moreover, many other factors have also been examined.

The other stream has been focused on entrepreneurship education, which is associated with nurturing creative skills that can be applied in real life [6]. With its recognition as a powerful tool for creating jobs and improving economic power, the number of courses and training programs on entrepreneurship and the related ones provided by universities and higher education institutions is increasing, with the purpose of students' motivation and confidence development leading to entrepreneurship as a career choice at the end. Past research has shown that entrepreneurship education has had a positive impact on students' entrepreneurial intentions. In particular, arguments have been that several supportive dimensions, such as entrepreneurship education, entrepreneurial passion, entrepreneurial orientation, entrepreneurial self-efficacy, and entrepreneurial mindset, are associated with developing an entrepreneurial intention for new business creation and start-ups [7].

This study continues the stream of research on entrepreneurial intention, highlighting the importance of creative activities provided by the university as a part of the entrepreneurship education ecosystem and other individual traits, namely growth mindset and individual creativity. In particular, this research argues that creative activities provided by universities, which are counted as an entrepreneurship education ecosystem, together with an individual growth mindset and creativity, can lead to entrepreneurial intention through the mediating role of entrepreneurial self-efficacy. This study provides contributions to the literature on entrepreneurship as follows:

First, most of the previous studies have investigated entrepreneurship education in the context of Europe [8], India [9], and China [1]. At the same time, more research needs to be published internationally in the context of Thai students. Second, existing research studies have been focused on personal traits such as family business [10], entrepreneurial alertness [11], and entrepreneurial self-efficacy [12], but much less have included growth mind-set and individual creativity in the research framework to determine entrepreneurial intention among students. Finally, this study provides an extension model by taking entrepreneurial self-efficacy as a mediator to explain the relationship among creative activities provided by the university, individual growth mind-set, and creativity further to predict the entrepreneurial intention among Thai undergraduate students.

The paper begins with the literature, and the theoretical background underlying the research framework is reviewed, followed by the research model and related hypotheses. The research methodology and data analysis are described subsequently.

The paper concludes with a discussion and conclusion, highlighting managerial implications and suggestions for future research.

2 Literature Review

2.1 Entrepreneurial Intention

Entrepreneurial intention is a starting point of the challenging process of being an entrepreneur. Hence, it has received considerable attention from scholars to explore various factors that may lead to entrepreneurial intention. According to [13], entrepreneurial intention is a self-acknowledged belief to start a new career. Some scholars have studied entrepreneurial intention from a social cognitive theory perspective [2, 14–16]. One of the most important personal factors that have demonstrated a significant influence on entrepreneurial intention is entrepreneurial self-efficacy [2, 17]. Previous studies also investigated how entrepreneurs' different traits and personalities can affect their entrepreneurial intentions [5].

Another antecedent factor that has been claimed to have a significant influence on entrepreneurial intention is the entrepreneurial ecosystem, which was defined by [18] as a group of interrelated factors of economic, social, and institutional that stimulate the creation and development of entrepreneurial opportunities.

Additionally, some scholars examined entrepreneurial intention among students in colleges and universities [19, 20], while some have focused their research on the relationship between appropriate teaching and learning methods in colleges and entrepreneurial intention [21].

2.2 Entrepreneurial Self-Efficacy

Self-efficacy was expressed for the first time from the social cognitive theory proposed by [22] as individual self-belief to attain goal-oriented tasks. In the light of entrepreneurship research, entrepreneurial self-efficacy has been given several definitions [23, 24]. This research paper refers to entrepreneurial self-efficacy as the degree to which a person believes in his skills and abilities to accomplish the required duties to start a new business venture [14]. Entrepreneurship is a long and challenging journey that requires commitment and persistence. Therefore, it is predicted that an individual with a high degree of entrepreneurial self-efficacy is likely to be ready and able to face challenging conditions while establishing a new business [14, 20, 25, 26]. Many studies show that entrepreneurial self-efficacy is a leading indicator of entrepreneurial intention and attitude [2, 5, 14, 25, 27]. In particular, several research studies found that self-efficacy played a significant mediating role, either direct or indirect, in entrepreneurial intention [28, 29]. Some scholars also have

entrepreneurial self-efficacy related to an entrepreneurial mindset, suggesting that these two factors will help formulate entrepreneurial intention [30, 31].

2.3 Individual Creativity

Individual creativity has been claimed to be associated with entrepreneurship because creativity is particularly crucial for entrepreneurial activities, and entrepreneurship itself is a creative activity. In entrepreneurship, individual creativity refers to the process by which entrepreneurs combine existing resources and generate new ideas to start innovative businesses [32]. Recently, many researchers have explored individual creativity's influence on entrepreneurial intention [32–34]. Results of these studies demonstrated that individuals with high levels of creativity were more likely to become entrepreneurs or start new businesses than those with lower levels of creativity [32–34]. Moreover, a study by [35] revealed that entrepreneurs with creativity had inspiration and strong leadership, which would enable them to lead organizations successfully with differentiated products and services that outperformed competitors.

2.4 Growth Mindset

The concept of a growth mindset is essential, emphasizing self-awareness of one's weaknesses and the intention to improve these weaknesses to achieve personal goals. Research in the field has shown that a Growth Mindset has a positive impact on seeking entrepreneurial opportunities and entrepreneurial intention. This mindset encourages individuals to view their weaknesses as opportunities for learning and gaining new experiences, ultimately leading to positive outcomes [36–39].

2.5 Creative Activities Supported by University/college

This research uses the definition of entrepreneurship promotion from educational institutions as provided by [7], which states that “learning activities related to the development of knowledge, skills, abilities, and attitudes, and the role of educational institutions in promoting entrepreneurship skills are crucial”. Educational management must promote the intention to become entrepreneurs to ensure that learners' future tendencies include engaging in entrepreneurship during or after their education. Therefore, the strategy for promoting entrepreneurship skills should include fostering the intention to become entrepreneurs in both classroom teaching and extracurricular activities, as well as creating a university or faculty environment conducive to learning and developing entrepreneurial skills. Universities should not

only provide physical support but also create a learning environment that encourages future entrepreneurship exchanges [40].

2.6 Related Research Work

Yousaf et al. [41] examined education management to promote entrepreneurship and entrepreneurial intentions by considering self-perceived abilities and attitudes toward entrepreneurship as mediating variables. The research analyzed the conceptual framework for developing entrepreneurship by measuring the intention to become an entrepreneur. This research was correlational.

The research findings suggest that education management in entrepreneurship, self-perceived abilities, and attitudes toward starting new businesses impact entrepreneurial intention, with self-perceived abilities and attitudes acting as mediating variables. For future research, it is recommended to explore causal relationship models of promoting entrepreneurial intentions within various social and cultural settings.

Pitisutti and Kaewjaroen [42] studied the factors influencing students' intention in entrepreneurship-focused programs at Phayao University. The objective was to investigate the impact of planned behavior theory and entrepreneurial characteristics on students' intentions to become entrepreneurs. The research used a survey method involving 202 students. Data analysis employed multiple regression analysis. The research findings concluded that planned behavior theory and entrepreneurial characteristics impact students' intentions to become entrepreneurs in the entrepreneurship program. For future research recommendations, it is suggested to study economic and social factors influencing the intention to become entrepreneurs.

Wathanakom [43] conducted a study on the factors influencing the intention of undergraduate students to become entrepreneurs. The objective was to examine the influence of factors related to perceived entrepreneurial capability and attitudes toward entrepreneurship on the intention to become an entrepreneur. The study discovered a need for a deeper comprehension of the critical factors contributing to success. Traditionally, an entrepreneur's path commences to be entrepreneurial, recognizing opportunities, initiating business endeavors, and assembling the necessary resources for a successful venture. This intention to be entrepreneurial is a fundamental precursor to engaging in entrepreneurial activities, aligning with the theory of planned behavior. As a result, researchers are keen on identifying the pivotal factors influencing entrepreneurial intention.

Daniel [44] studied the promotion of an entrepreneurial mindset using the design thinking concept for entrepreneurship education management. The objective was to foster an entrepreneurial mindset among first-year students at Harvard University, totaling 66 students over two academic years, where entrepreneurship courses were taught using design thinking. Data analysis was conducted using surveys assessing satisfaction and entrepreneurial mindset at the end of the semester. The research findings were as follows: