

Effect Of Entrepreneurial Attitude On Entrepreneurial Behavior An Analytical Study Of The Opinions Of A Sample Of Preliminary Studies Students In Private Colleges And Universities In Maysan Governorate

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Abstract : The Current Research Aims To Measure The Impact Of Entrepreneurial Attitude On The Entrepreneurial Behavior Of Undergraduate Students In Private Colleges And Universities In Maysan Governorate. Entrepreneurial Attitude Was Measured, Represented By Its Dimensions (Need For Achievement, Creative tendency/innovation, Need for autonomy/independence, Calculated risk-taking, Drive and determination). Entrepreneurial Behavior Was Expressed In Three Dimensions: (Initiative, Opportunity, And Risk). The Research Used The Questionnaire As A Tool For Collecting Data. (432) Questionnaire Forms Were Distributed To A Random Sample Of Primary Studies Students In Maysan Governorate. (400) Questionnaires Were Retrieved, Valid For Statistical Analysis. The Collected Data Was Analyzed Using A Set Of Statistical Tests. Available In The Statistical Programs SPSS V.25 and Amos V.25, and by Relying On The Descriptive Analytical Approach, The Study Reached A Number Of Results, The Most Important Of Which Is The Existence Of A Direct Impact Of Entrepreneurial attitude On The Entrepreneurial Behavior Of Students.

Key words:- Entrepreneurial Attitude, Entrepreneurial Behavior.

Introduction: Currently, interest in entrepreneurship is increasing, as it represents one of the possible solutions to the mechanism of eliminating unemployment, especially among young people, because entrepreneurial behavior is linked to the willingness to accept and bear the consequences of risk, through adopting new ideas that can be implemented in the form of small projects, with self-initiatives and efforts, as the spread of the concept leads to... Entrepreneurship in society generates entrepreneurship, innovation and competition among young people. It also leads to solving the unemployment crisis and its economic and social problems, as entrepreneurship is one of the basic goals towards which human efforts are directed. Entrepreneurial attitude have a significant impact on how to achieve entrepreneurial behavior, as entrepreneurial behavior is how to find and invest in opportunities through the creation and development of new entrepreneurial organizations. Entrepreneurial behavior is the closest result of the tendencies of individuals active in the field of entrepreneurship, as it ultimately leads to the creation of innovations, new competition, new businesses, and multiple sources of income. Entrepreneurial behavior, as a research construct, is the concrete implementation of individual or collective tasks or activities required to start and develop an organization.

Research Methodology

First: The Problem Of The Search

The individual's internal tendencies have an impact on his behavior, if we take into account that the youth stage is characterized by vitality, impulsiveness, and the completion of the individual's physical and mental capabilities and his tendency to form himself and pave the path of life by relying on himself, especially after graduating from university. The two researchers experienced this stage, in addition to his repeated meetings with students during his studies at the university, as the young man began to despair of employment in state departments and instead turned to thinking about establishing his own entrepreneurial projects that would enable him to achieve his ambitions and establish a family of his own.

Based on what was mentioned above, the research problem was expressed in the following questions:-

1-What is the level of entrepreneurial attitude among primary undergraduate students in private colleges - and universities in Maysan Governorate?

2-Do primary undergraduate students in private colleges and universities in Maysan Governorate have entrepreneurial behavior?

3-To what extent can entrepreneurial attitude affect the entrepreneurial behavior of undergraduate students in private colleges and universities in Maysan Governorate?

Second: Importance Of The Search

The importance of the research is to introduce the studied sample to the nature of entrepreneurial attitude and their role in entrepreneurial behavior, and the role that this has in increasing the level of their ability to carry out entrepreneurial activities and work for their own interests.

A - The importance of the research lies in trying to choose global standards that have always been the focus of researchers' interest after adapting them to the reality of the higher education sector.

B- Coming up with results and recommendations that contribute to developing entrepreneurial behavior among an important group of society, which is university students.

Third:- The Objectives Of The Search

The aim of the research is mainly to measure the impact of entrepreneurial attitude on entrepreneurial behavior. From these Objectives emerges a group of important sub- Objectives:

1-Identifying the type and nature of entrepreneurial attitude among undergraduate students in private colleges and universities in Maysan Governorate.

2- Identifying the reality of entrepreneurial behavior among undergraduate students in private colleges and universities in Maysan Governorate.

3-Explaining the correlation and influence between entrepreneurial attitude and entrepreneurial behavior.

Fourth: Research Hypotheses:

1- **The First Main Hypothesis:** (There is a significant correlation between entrepreneurial attitude and entrepreneurial behavior)

A. **The First Sub-Hypothesis:** (There is a significant correlation between the need for achievement dimension and entrepreneurial behavior)

B. **The Second Sub-Hypothesis:** (There is a significant correlation between the dimension of inclination to innovation and entrepreneurial behavior)

T. **The Third Sub-Hypothesis:** (There is a significant correlation between the dimension of the need for autonomy/ independence and entrepreneurial behavior)

Th. **The Fourth Sub-Hypothesis:** (There is a significant correlation between the dimension of Calculated risk taking and entrepreneurial behavior)

C. **The Fifth Sub-Hypothesis:** (There is a significant correlation between the dimension of Drive and determination , and entrepreneurial behavior).

2- **The Second Main Hypothesis:** (There is a significant effect of entrepreneurial attitude on entrepreneurial behavior)

A. **Testing The First Sub-Hypothesis:** (There is a significant effect of the need for achievement dimension on entrepreneurial behavior)

B. **Testing The Second Sub-Hypothesis:** (There is a significant effect of the need for autonomy/independence dimension on entrepreneurial behavior)

T. **Testing The Third Sub-Hypothesis:** (There is a significant effect of the inclination to innovation dimension on entrepreneurial behavior)

Th. **Testing The Fourth Sub-Hypothesis:** (There is a significant effect of the calculated risk-taking dimension on entrepreneurial behavior)

C. **Testing The Fifth Sub-Hypothesis:** (There is a significant effect of the dimension of Drive and determination on entrepreneurial behavior).

Table (1): Parameters of the impact of the dimensions of entrepreneurial tendencies on entrepreneurial behavior

Tracks			Appreciation Standardization	Non-standard estimation	Standard error	Critical ratio	Moral percentage
Entrepreneurial behavior	<---	The need for achievement	.152	.135	.055	2.473	.013
Entrepreneurial behavior	<---	Need for autonomy/independence	.209	.190	.065	2.945	.003

Entrepreneurial behavior	<---	inclination to innovation	.169	.137	.041	3.378	***
Entrepreneurial behavior	<---	Calculated risk taking	.192	.170	.061	2.780	.005
Entrepreneurial behavior	<---	Drive and determination	.142	.124	.052	2.384	.017

Source: Amos V.25 program outputs

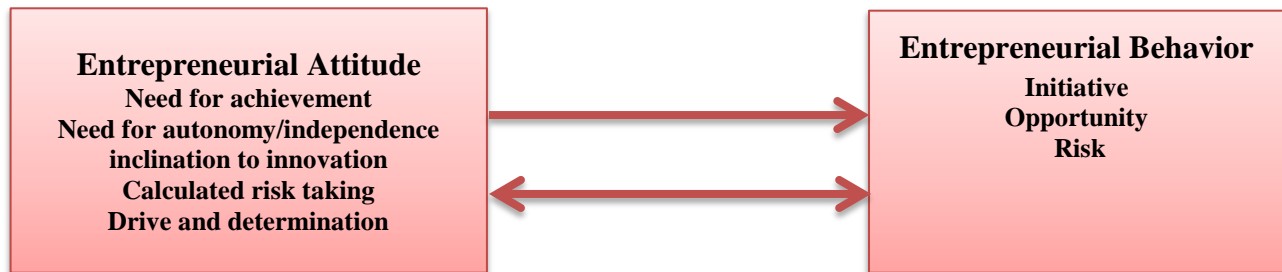


Figure (1) The hypothesis of the search

Fifth:-Search Population And Sample

The research community represented universities and private colleges in Maysan Governorate, while the sample size was (432) primary studies students Study sample according to the equation (Kergie & Morgan 1970:607).

Literature Review

First- Entrepreneurial Attitude

Entrepreneurial attitudes are one of the modern and important concepts in the literature on entrepreneurship in particular and strategic management in general (Jalali et al, 2014: 50; Anderson et al., 2009: 218). Attitude is defined as a set of relatively permanent beliefs about a topic or topic that prepares an individual to respond in the manner preferred by Rokeach (1986:112). Thus, attitude includes three components: perception, emotional factors, and behavioral factors (Smith, 1986: 458). Attitude is also defined as personal characteristics, including self-evaluation and perception of other individuals, actions, activities, and events, which have an important impact on the individual's reactions and behavior (O'Cinneide et al., 1994:3), while (Andika & Madjid, 2012:192) defined attitude as the habits of individuals in terms of responding or obtaining stimulation towards things in terms of love or hate.

On the other hand, an entrepreneurial organization is an organization that engages in product market innovation, works in somewhat risky projects, and is the first to introduce proactive innovations, outperforming competitors (Mintzberg (1973:53), as entrepreneurship revolves around individuals who They create opportunities when others do not realize it and who try to exploit opportunities through different ways of organizing regardless of the current resources the organization possesses (Stevenson & Jarillo, 1990:27). Entrepreneurship is defined as identifying and investing in business opportunities within the framework of the relationship between the individual and the opportunity (Shane&Venkataraman, 2000:217). Likewise, Rachman et al (2001:145) referred to entrepreneurship as the process of creating something new of value, allocating the time, effort and money necessary for the project, bearing the associated risks, and receiving the resulting reward in a way that achieves the accumulation of wealth. While (Van Praag & Versloot 2007: 71) defined it as an important tool for creating jobs, economic and societal progress of countries, and innovations in order to achieve growth and development.

While (Levenburg & Schwarz, 2008:22) referred to entrepreneurship as the process of creating temporary actions instead of entities based on memory. Based on this, (Kumar, 2013:5) defined entrepreneurship as the ability to create and build things from scratch, and thus it represents initiative. Work and achievement to build the project through observation and analysis, which is the gift of sensing opportunity where others do not see it.

Second: Importance of Entrepreneurial Attitude

The importance of entrepreneurial attitude lies in increasing individuals' level of thinking about good opportunities to start a business because the idea related to starting a business is intentional and is best

predicted by individuals' behavioral tendencies, perceived self-standards, and behavioral control (Souitaris et al., 2007: 569). According to (Greenberger & Sexton, 1988: 3) the importance of entrepreneurial attitude can be determined in six aspects:

- 1-The desire to seize opportunities and challenge the market.
- 2-Believing that their management skills are better than those of others.
- 3-Believing in the possibility of developing their ideas and turning them into an organization.
- 4-Providing and developing a product or service that has a suitable place in the market.
- 5-The only way to start a project and their other options are limited.
- 6-Positive influence on family, friends, or family customs and traditions.

While Miles & Snow (1978: 549) defined the importance of entrepreneurial attitude as follows:

- 1- Using new technologies that provide strong competitive opportunities.
- 2- The ability to seize opportunities to introduce new products.
- 3-Provides the possibility of undertaking high-risk projects.
- 4-Entrepreneurial attitude helps organizations enter new markets and achieve high levels of performance.

Carayannis & Stewart (2013:2) believe that an entrepreneurial attitude helps unleash the entrepreneur's capabilities to take advantage of the opportunities available in the market in order to achieve excellence in entrepreneurial projects, strive to achieve excellence brilliantly, and gain a distinctive competitive advantage that is different from other competitors, and that its importance lies in the following:-

- 1-Predict events and circumstances accurately and proactively in order to develop a strategy that will outperform competitors.
- 2- Anticipate challenges, identify them, and turn them into opportunities to achieve outstanding leadership performance.
- 3-Possessing strategic knowledge and benefiting from it in developing strategic plans in order to achieve the desired goals.
- 4-They possess the characteristics of honesty, technological vision, perseverance, practice and efficiency.
- 5-Anticipating the future and shaping it before it happens, which allows identifying the best strategic locations for projects to achieve a competitive advantage that distinguishes them from others.
- 6-Possessing a high level of focus, accuracy, flexibility, and adapting to changing circumstances.
- 7- Possessing a high level of commitment towards the goals to be achieved.
- 8- Continuously striving towards achieving success due to possessing a successful vision, creative ideas, and entrepreneurial spirit
- 9-Motivation, perseverance, personal ambition, and new ideas are some of the most important characteristics of entrepreneurs.

Third: Dimensions of Entrepreneurial Attitude

1- Need for achievement

The concept of the need for achievement arose by Henry Murray in 1938, when he began studying achievement motivations as a personal trait when he noticed that individuals differ in their tendencies and desires to do things well and compete to be distinguished from competitors (Graham, 1994:60)

Crandall et al. (1962: 644) defined it as the ability of individuals to believe in their abilities and skills, which leads to determining the behaviors they undertake in order to strive for success. Jackson (1974:6) defines the need for achievement as an individual who maintains high standards and aspires to accomplish difficult tasks. It has been defined as the goals that an individual sets and seeks to reach and the degree to which the individual works hard and is satisfied with the results achieved (Gerba, 2012: 263). While it was defined as ending the individual's belief that he has sufficient competence and ability to excel in entrepreneurial work (Memon et al., 2019:688).

2- Creative Tendency/Innovation

Entrepreneurs and organizations seek to survive and remain competitive, and they can achieve this through the creativity and innovation processes they undertake. Innovation is defined as the tendency towards generating ideas, alternatives and possibilities that help in solving problems and communicating with others. It is also known as the ability to come up with new ideas to find solutions to problems and invest in new opportunities. Creative tendency/innovation helps entrepreneurs not accept the status quo and provides a benefit to entrepreneurs in introducing new ways of doing things. This is because innovative entrepreneurs are rule breakers who do not like to conform to traditional methods and standards. They are alert to changes in the environment and are always looking for new ideas in order to adapt. And survival and continuation of entrepreneurial activities (Abun et al, 2017:103).

3- Need for Autonomy/Independence

It cannot be denied that the need for independence is part of the natural orientation of individuals. It is a deeply rooted and ingrained human nature (Abun et al, 2017: 102). Independence represents an internal affirmation that an individual's actions emanate from himself and are his own. (Deci & Ryan, 2000:227) Self-determination theory asserts that all human beings are born with an orientation toward growth, facing challenges, and integrating new experiences in a voluntary way (Guay, 2022:76). According to Barit (2023: 14), the primary motivation for entrepreneurs who engage in entrepreneurial work is not limited to making money only but goes beyond that in order to reach independence and self-reliance. Many entrepreneurs do not work well and cannot develop their own talents when They are employed by others or work under the control of others.

4- Calculated Risk Taking

There is always a fear of failure, and because of this fear, an individual's determination to move forward in a plan or specific program can be discouraged. The fear of failure is not in the nature of entrepreneurs, but they must take doubts seriously. However, risk-taking behavior does not mean recklessness, but rather the risk is calculated. Miller & Friesen (1978:923) defined risk as the degree of willingness of entrepreneurs to commit large, risky resources that lead to a high probability of costly loss. Sethu (2012:81) defined it as opportunities that are invested after carefully estimating the potential outcomes. Calculated risk can be defined as the individual's ability to invest the information obtained and experience to evaluate whether the project opportunity is worth pursuing or not, which will involve some risk (Caird, 2013:4).

5- Drive and Determination

The importance of Drive and determination in achieving success cannot be denied, as they are essential elements for the success of entrepreneurial actions. Motivation is referred to as an internal characteristic that makes the individual not only accept the status quo but also challenge it. As for determination, it represents the incentive that pushes individuals to rise to a higher level. Individuals are not satisfied with what They have, but they desire greater things, and motivations influence individuals to leave the comfort zones and search for new opportunities that enable them to reach better projects (Abun et al, 2017: 104).

Fourth: Concept Of Entrepreneurial Behavior

Entrepreneurs seek to meet the need for a strong individual commitment to transform their entrepreneurial intentions into entrepreneurial behavior. Entrepreneurial behavior is the practice of entrepreneurial behavior as an understanding of entrepreneurial intentions (Neneh, 2019: 273). To determine the process of entrepreneurial behavior, entrepreneurial intentions must be known, in addition to the antecedents that precede them, that is, including attitudes, self-efficacy, and perceptions related to control over entrepreneurial behavior. Entrepreneurial behavior is determined to a large extent by the individual's intentions to implement certain behaviors when entrepreneurial behavior is guided by three Types of judgments are: beliefs about the likely outcomes of behavior (behavioral beliefs), beliefs about other normative expectations (normative beliefs), and beliefs about the existence of factors that can facilitate or prevent behavioral performance (control beliefs), as entrepreneurial behaviors are the result of entrepreneurial attitude (Abidin et al. 2020:715).

The entrepreneurial behavior of entrepreneurs also affects their perceptions and emotions, as the individual's mind and feelings interact greatly with what he does, and by adopting the necessary behaviors, entrepreneurs can influence their feelings about the world around them and begin to change the perceptions and mental models that they adopt (Kuratko et al. 2021:1687).

On the other hand, professional capabilities affect the professional behaviors of individuals. They are decisive factors that push individuals to choose a specific profession, as individuals prefer to adhere to their basic internal professional orientations to carry out a certain behavior. This means that individual behavior is affected by a certain type of the individual's professional capabilities, and therefore professional capabilities help determine the type. The career an individual chooses and the type of ability dictate the type of behavior. For example, individuals who have a strong entrepreneurial spirit are oriented toward creating or designing new products or services or creating their own new businesses. Individuals who rely on security and stability have a strong orientation toward stability in their careers. They prefer predictability so that they can have a fixed and stable future (Saif, 2022:1).

Fifth: Importance of Entrepreneurial Behavior

Entrepreneurial behaviors are behaviors that are planned, so all planned behaviors must be intentional. Since entrepreneurship is a multi-step process that can lead to the creation of a business, entrepreneurial behavior is not limited to small, new independent projects, but may also occur in organizations. The list is based on the extent of its tolerance for risk, innovation and excellence in order to take important proactive measures to achieve sustainability for entrepreneurship in organizations (Mustafa et al. 2016,286). Moreno

& Casillas (2008: 508) believed that the importance of entrepreneurial behavior can be crystallized through three aspects:-

- 1- Entrepreneurial behavior represents the ability to follow many and varied stages.
- 2- Entrepreneurial behavior is an important tool for developing new ideas and innovations.
- 3- Entrepreneurial behavior helps transform abstract ideas and theoretical thinking into the reality of implementation and real existence. (Baum et al, 2014:5) identified the importance of entrepreneurial behavior in three aspects as well:-

- 1- Entrepreneurial behavior is considered the basic foundation of the economy, and through it, deficiencies in economies can be addressed or mitigated.

- 2- Through entrepreneurial behavior, it is possible to transform technological and organizational innovations into better products and services and motivate competitors to improve their products and services.

- 3- Entrepreneurial behavior helps create job opportunities and eliminate unemployment.

(Saif&Ghanian, 2020: 40) identified the importance of entrepreneurial behavior with a number of points and agencies:-

- 1- Entrepreneurial behavior leads to starting a new business activity.

- 2- Entrepreneurial behavior is an individual behavior through which one can create a new project or develop an existing project in order to achieve success and outperform competitors.

- 3- Entrepreneurial behavior is the translation of entrepreneurial intentions to create a business and transform it into an actual activity that ends with the creation of a new project.

- 4- The importance of entrepreneurial behavior lies in the ability of individuals to identify, evaluate, and invest in entrepreneurial opportunities.

- 5- Entrepreneurial behavior is an important factor in creating a business.

(Saif, 2022:1) summarized the importance of entrepreneurial behavior as follows:-

- 1- Entrepreneurial behavior is indeed a very influential factor in business growth.

- 2- Entrepreneurial behavior leads to the emergence of new businesses resulting from the activities or behavior of entrepreneurs.

- 3- Entrepreneurial behavior helps organizations outperform their counterparts that are managed conservatively and do not engage in entrepreneurial behavior.

Sixth :- Dimensions of Entrepreneurial Behavior

1- Initiative

(Frese & Fay, 2001:133) defined initiative as self-proactive behavior that overcomes obstacles that prevent achieving the goal. Mensmann & Frese (2019:22) defined initiative as proactive, self-initiated, future-oriented, and continuous behavior. Someone (Al-Mamary & Alshallaqi, 2022:3) defined initiative as the organization's ability to respond to business capabilities by exerting effort in the competitive market. Entrepreneurship is seen to stimulate and partly modify organizational citizenship behavior, innovation, entrepreneurship, performance behavior, intrinsic motivation, and self-regulation (Frese & Fay, 2001:133).

2- Opportunity

Entrepreneurs have the ability to recognize opportunities. Rather, it seems to motivate entrepreneurs to continue pursuing new project ideas, thus increasing the probability of establishing projects. Entrepreneurs have the ability to recognize. Entrepreneurs recognize opportunities because they excel at recognizing patterns and noticing connections between attitude, changes, and events that at first glance appear unrelated. Meanwhile, entrepreneurs have better skills than others at recognizing opportunities and their patterns compared to non-entrepreneurs. Entrepreneurs recognize opportunities. Available to start projects because they have better access to information due to different search behavior or social networks. Not surprisingly, the more time a pioneer spends searching for and absorbing information, the more likely he or she will discover the opportunity to do new work (Dyer et al. 2008:318).

3- Risk

Risk is an essential element in the process of entrepreneurial behavior, including creating new organizations, entering new markets, and developing new products. Risk is related to investment decisions and strategic actions that organizations take in the face of uncertainty. Individuals also face risks once they choose to continue working for themselves instead of working for others. In organizations, risk management is evaluated periodically, as well as in the entrepreneurial behavior of entrepreneurs, especially when entrepreneurs invest large sums of money in risky projects, with unpredictable consequences. A successful entrepreneur has the confidence to take risks, business management skills, and knowledge of how the market works. And innovative behavior (Al-Mamary & Alshallaqi, 2022:3).

The Practical Aspect Of Research

Testing The Normality Of Data Distribution

The normal distribution test provides the possibility of determining appropriate analysis methods for dealing with data, so that parametric determination methods can be adopted in measuring description, diagnosis, and testing hypotheses if the data are normally distributed, and nonparametric analysis methods can be adopted for the same purpose if they are not subject to distribution.

(Khatun, 2021: 114) indicated that normal distribution analysis tests are used in various sectors of science because they provide results about the effectiveness of using a set of tests such as the Z test, the t test, the F test, and the Chi-square test, which cannot be adopted if the data is not distributed. Naturally, one of the most important tests in this regard is the Kolmogorov-Smirnov test, Shapiro Wilk, Anderson Darling, Kurtosis and Skewness test. Therefore, it is necessary for researchers to ensure that the distribution of data is moderate at the level of all deductive and inductive studies in all sciences.

In order to test the normal distribution of the data, the researcher adopts two main hypotheses:

1-Null hypothesis: This hypothesis states that the data do not follow a normal distribution.

2-Alternative hypothesis: This hypothesis states that the data follows a normal distribution.

Based on the opinion of (Hassani & Silva, 2015: 590), which includes adopting the Kolmogorov-Smirnov test method in testing the normal distribution in the case of large samples, which is what is available in the current research, the current research sample amounts to (432) individuals, which is a large sample. As for the evaluation criterion in this method, it is the value (P-Value). If the significance level of this indicator is more than (0.05), this indicates that the data is subject to a normal distribution, otherwise, the distribution is abnormal.

Table (2) shows that the value of the test statistic reached (0.061, 0.064), respectively, for the current variables (entrepreneurial attitude, and entrepreneurial behavior), while the probability significance level for the test statistic reached (0.200, 0.092), respectively, and these levels are more than (0.05). Therefore, the distribution of the data is not significant from a moral standpoint. Here, the null hypothesis is rejected and the alternative hypothesis is accepted, which confirms that all data for the research variables fall within the moderation of the distribution. This allows the adoption of parametric analysis methods in all analysis procedures.

Table (2): Kolmogorov-Smirnov test for the three research variables

One-Sample Kolmogorov-Smirnov Test			
Variables		Entrepreneurial Attitude	Entrepreneurial Behavior
N		400	400
Normal Parameters ^{a,b}	Mean	3.825	3.876
	Std. Deviation	.5882	.5934
Most Extreme Differences	Absolute	.061	.064
	Positive	.049	.055
	Negative	-.061	-.064
Test Statistic		.061	.064
Asymp. Sig. (2-tailed)		.200 ^{c,d}	.200 ^{c,d}

Description And Analysis Of The Entrepreneurial Attitude Variable

Thus, this paragraph includes an analysis and description of the dimensions of entrepreneurial attitude, with their dimensions and field paragraphs, in a detailed and analytical manner:-

As for the entrepreneurial attitude variable, it obtained an overall weighted mean of (3.825) and was of a high level with a standard deviation of (0.588) and achieved a relative importance of (76.50%). Naturally, this confirms the sample's agreement on what the variable includes at a high level at the level of students. Preliminary studies in private universities and colleges in Maysan Governorate, research sample. It is clear from Table (3) that the order of the sub-dimensions of entrepreneurial attitude was as follows (the need for achievement, Calculated risk-taking, Creative tendency/innovation, Drive and determination, and the need for independence) according to the sample's answers among students of preliminary studies at universities and private colleges in Maysan Governorate, the research sample.

Table (3): Descriptive measures for the entrepreneurial Attitude

N:	Dimension	Mean	Standard deviation	Percentage	Order of importance
1	Need For Achievement	3.891	0.621	77.82	1
2	Need For Independence	3.842	0.660	76.84	3
3	Tendency To Innovate	3.714	0.755	74.28	5
4	Calculated risk taking	3.864	0.671	77.28	2
5	Drive and determination	3.815	0.674	76.30	4

Total Weighted Mean Of Entrepreneurial Attitude	3.825	0.588	76.50	-
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Source: Prepared by the researcher based on the outputs of Microsoft Excel (SPSS) programs

Description and Diagnosis Of Entrepreneurial Behavior Variables

This paragraph includes an analysis and description of the dimensions of entrepreneurial behavior, including its dimensions and field paragraphs, in a detailed and analytical manner:-

As for the entrepreneurial behavior variable, it obtained an overall weighted mean of (3.876) and was of a high level with a standard deviation of (0.593) and achieved relative importance of (77.52%). Naturally, this confirms the sample's agreement on what the variable includes at a high level at the level of students. Preliminary studies in private universities and colleges in Maysan Governorate, research sample. It is clear from Table (4) that the order of the sub-dimensions of the entrepreneurial behavior variable was as follows (initiative, opportunity, and risk) according to the sample's answers among students of preliminary studies at universities and private colleges in Maysan Governorate, the research sample.

Table (4): Descriptive measures for the Entrepreneurial Behavior

N:	Dimension	Mean	Standard deviation	Percentage	Order of importance
1	Initiative	3.931	0.643	78.62	1
2	Opportunity	3.878	0.666	77.56	2
3	Risk	3.818	0.776	76.36	3
Total Weighted Mean Of Entrepreneurial Behavior Variables		3.876	0.593	77.52	-

Source: Prepared by the researcher based on the outputs of Microsoft Excel (SPSS) programs

Measuring stability and reliability of metrics

Measuring the reliability coefficient at the level of behavioral scales is an important step to determine their validity and ensure reassurance of their results. Measuring reliability here can be achieved through the use of the test-retest method or Cronbach's alpha coefficient, which is an effective and common tool for determining the degree of consistency in the content of the scale and the extent of the stability of its level according to the opinions of the study sample. Its use has spread in many fields (Aggio et al., 2016: 2). The Cronbach Alpha scale is one of the most important and most famous scales used to measure the reliability of the questionnaire. The value of Cronbach Alpha is acceptable if its value is more than a percentage (0.70) at the level of a study. Social and behavioral phenomena, including the variables of the current study (Tavakol & Dennick, 2011: 54).

We notice from Table (5) that the reliability coefficient values for the variables and their sub-dimensions ranged between (0.819 - 0.950). These are high percentages based on the accepted reliability values and according to the answers of the students of preliminary studies at the universities and private colleges in Maysan Governorate, the study sample, and thus the standards have become ready for application. The final model is characterized by the accuracy, stability and honesty required at the level of the field application environment.

Table (5): Cronbach alpha test values for the study measures

Main variables	Cronbach alpha value for the variable	Sub-dimensions	Cronbach alpha value for the dimension
Entrepreneurial Attitude	0.950	The need for achievement	0.898
		Need for autonomy/independence	0.893
		inclination to innovation	0.917
		Calculated risk taking	0.883
		Drive and determination	.9010
Entrepreneurial behavior	0.917	The initiative	0.847

		the opportunity	.8590
		Risk	.8800

Source: Program outputs (SPSS V.25) .

Testing Research Hypotheses And Interpreting Their Results

1-Testing the first main hypothesis: (There is a significant correlation between entrepreneurial attitude and entrepreneurial behavior)

It appears from Table (6) that there is a strong, positive, and morally significant correlation between entrepreneurial attitude and entrepreneurial behavior, as the value of the correlation coefficient between them reached (0.770**), which is a morally significant value at the level (1%). Thus, this confirms a level of confidence in the results achieved. Its amount is (99%), which ensures that there is a level of suitability and correlation between the two variables in the field, according to the sample's answers at the level of students of preliminary studies in universities and private colleges in Maysan Governorate, the research sample.

This result indicates that the interest of the individuals in the research sample in the dimensions of entrepreneurial attitude and their development in a way that achieves benefit and positive returns. This is achieved by presenting new effective ideas and looking forward to the future by setting realistic steps to enhance ambition, looking with optimism, working to carry out entrepreneurial projects, and investing in the opportunities available in the labour market in order to Enhance their entrepreneurial behavior and achieving the set goals. Thus, this establishes the possibility of accepting the second main hypothesis

Table (6) Correlations between entrepreneurial attitudes, their dimensions, and entrepreneurial behavior

Variables	Entrepreneurial Attitude	Dimension Entrepreneurial Tendencies				
		need for achievement	tendency to innovate	need for independence	Calculated risk taking	Drive and determination
Behavior Variables	.770**	.707**	.671**	.545**	.672**	.614**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
Decision	There is a strong and significant correlation at the 0.01 level between entrepreneurial attitude and entrepreneurial behavior					

Based on the results of Table (6), it is possible to test the sub-correlation hypotheses emanating from the first main hypothesis, which are:-

A. Testing the first sub-hypothesis: (There is a significant correlation between the need for achievement dimension and entrepreneurial behavior)

It appears from Table (5) that there is a strong, positive, and morally significant correlation between the need for achievement dimension and entrepreneurial behavior, as the value of the correlation coefficient between them reached (0.707**), which is a morally significant value at the level (1%). Thus, this confirms the level of confidence. The results achieved amounted to (99%), which ensures that there is a level of suitability and correlation between the two variables in the field according to the sample's answers at the level of students of preliminary studies in universities and private colleges in Maysan Governorate, the research sample.

This result indicates that the more the individuals in the research sample pay attention to the rates of completion of the duties assigned to them and work to determine the appropriate timings for completing the activities and responsibilities assigned to them, especially with regard to educational attainment and work to implement future ideas regarding opening commercial projects and developing their outcomes, this will improve the level of their strategic behavior. .

In light of what was mentioned above, the first sub-hypothesis emanating from the first main hypothesis is accepted.

B. Testing the second sub-hypothesis: (There is a significant correlation between the dimension of inclination to innovation and entrepreneurial behavior)

It appears from Table (6) that there is a strong positive correlation with a moral significance between the dimension of inclination to innovation and entrepreneurial behavior, as the value of the correlation coefficient between them reached (0.671**), which is a morally significant value at the level (1%), and thus this confirms the level of confidence. The results achieved amounted to (99%), which ensures that there is a level of suitability and correlation between the two variables in the field according to the sample's answers at the level of students of preliminary studies in universities and private colleges in Maysan Governorate, the research sample.

This result indicates that the individuals in the research sample are interested in their innovative ideas, providing successful solutions to deal with the available investment opportunities in the labor market, and relying on the innovative capabilities and capabilities they possess that will enhance their presence in the business sector and maximize their entrepreneurial behavior in terms of survival and developing performance in the final outcome.

In light of what was mentioned above, the second sub-hypothesis emanating from the first main hypothesis is accepted.

C. Testing the third sub-hypothesis: (There is a significant correlation between the dimension of the need for independence and entrepreneurial behavior)

It appears from Table (6) that there is a moderate positive correlation with significant significance between the dimension of the need for independence and entrepreneurial behavior, as the value of the correlation coefficient between them reached (0.545**), which is a morally significant value at the level (1%), and thus this confirms the level of confidence The results achieved amounted to (99%), which ensures that there is a level of suitability and correlation between the two variables in the field according to the sample's answers at the level of students of preliminary studies in universities and private colleges in Maysan Governorate, the research sample.

This result indicates that the interest of the individuals in the research sample in independence in work, individuality in achieving positive results, and reliance on the strengths that they enjoy in opening investment projects and supporting the labor market with new positive ideas that would enhance the market's outcomes and contribute to achieving part of the public's aspirations, and this, in turn, establishes a level A constant of entrepreneurial behavior.

In light of what was mentioned above, the third sub-hypothesis emanating from the first main hypothesis is accepted.

D-Testing the fourth sub-hypothesis: (There is a significant correlation between the dimension of Calculated risk-taking and entrepreneurial behavior)

It appears from Table (6) that there is a strong positive correlation with significant significance between the calculated risk dimension and entrepreneurial behavior, as the value of the correlation coefficient between them reached (0.672**), which is a morally significant value at the level (1%). Thus, this confirms a level of confidence in the results. The achieved amount is (99%), which ensures that there is a level of suitability and correlation between the two variables in the field according to the sample's answers at the level of students of preliminary studies in universities and private colleges in Maysan Governorate, the research sample.

This result indicates that the individuals in the research sample whenever they seek to pay attention to predicting potential risks in the environment, studying their previous effects on the performance of individuals, and following a proactive strategy in diagnosing their causes and dealing with their events, especially with regard to the risks that threaten the future of each individual or restrict his activity in achieving his set goals, and this is one of the ways This would improve his level of entrepreneurial behavior and support his future directions in this regard.

In light of what was mentioned above, the fourth sub-hypothesis emanating from the first main hypothesis is accepted.

H. Testing the fifth sub-hypothesis: (There is a significant correlation between the dimension of motivation, determination, and entrepreneurial behavior)

It appears from Table (6) that there is a strong positive correlation with a moral significance between the dimensions of motivation, determination and entrepreneurial behavior, as the value of the correlation coefficient between them reached (0.614**), which is a morally significant value at the level (1%). Thus, this confirms the level of confidence in the results. The achieved amount is (99%), which ensures that there is a level of suitability and correlation between the two variables in the field according to the sample's answers at the level of students of preliminary studies in universities and private colleges in Maysan Governorate, the research sample.

This result indicates that the individuals in the research sample feel the importance of the strengths they enjoy and how it stimulates their motivation to look positively towards their near future, especially supporting their attitude in opening new commercial projects and supplying the labour market with new outputs of industrial and service products, and this, in turn, enhances their entrepreneurial behavior .In light of what was mentioned above, the fifth sub-hypothesis emanating from the first main hypothesis is accepted.

2- Testing the second main hypothesis: (There is a significant effect of entrepreneurial attitude on entrepreneurial behavior)

The researchers adopted the Structural Equation Modeling method to test the direct effect hypotheses, as the use of Structural Equation Modeling (SEM) has grown tremendously in the social sciences over the past forty years, as this can be seen in many books, reviews, and educational programs about SEM, With the increasing complexity of SEM and its applications, an urgent need has emerged for a better understanding of it in a context that has unique requirements in terms of research designs, data, contexts, and questions. In this regard, many researchers seek to conduct scientific evaluations and studies based on the procedures of this tool in the field of marketing and the field of organizational research (Zyphur). et al., 2023: 496) Thus, the direct effect hypotheses will be tested as follows:

The impact factor here is a significant value because the level of the (C.R.) indicator has achieved a very high level of significance through its value of (24.114) at a significance level of (0.000), which is as shown in Table (5). Thus, a positive change of one unit of Improving entrepreneurial attitude in the field at the level of the application environment will lead to increasing the level of entrepreneurial behavior by (77%). This result indicates the presence of a significant effect of entrepreneurial attitude on entrepreneurial behavior at the level of primary studies students at universities and private colleges in Maysan Governorate, the research sample.

Table (7): Paths and parameters for testing the effect of entrepreneurial attitude on entrepreneurial behavior

Paths			Standard weights	Standard error	Critical value	Coefficient of determination R ²	Probability (P)
Entrepreneurial attitude	<---	Entrepreneurial attitude	.770	.757	.031	24.114	***
NA	<---	Entrepreneurial attitude	.886	.982	.026	38.164	***
TC	<---	Entrepreneurial attitude	.920	.997	.021	47.023	***
NI	<---	Entrepreneurial attitude	.852	1.033	.032	32.533	***
CR	<---	Entrepreneurial attitude	.907	1.009	.023	43.149	***
MD	<---	Entrepreneurial Tendencies	.862	.973	.029	33.896	***
IN	<---	entrepreneurial behavior	.869	.941	.027	35.102	***
RI	<---	entrepreneurial behavior	.823	1.063	.037	28.969	***
OP	<---	entrepreneurial behavior	.885	.996	.026	38.012	***

Based on the above, the sub-hypotheses of influence emanating from the second main hypothesis can be tested as follows:

A. Testing the first sub-hypothesis: (There is a significant effect of the need for achievement dimension on entrepreneurial behavior)

Consequently, there is a significant effect of the need for achievement dimension on entrepreneurial behavior, as we note that the value of the standard influence factor reached (0.15). This means that the need for achievement dimension affects the entrepreneurial behavior variable by (15%) at the level of primary studies students in universities. The private colleges in Maysan Governorate are the research sample. This means that changing one deviation unit from the need for achievement dimension among students of preliminary studies at universities and private colleges in Maysan Governorate, the research sample will lead to a change in entrepreneurial behavior by (15%). This value is considered significant because the value of the critical ratio (C.R.) shown in Table (5) of (2.473) is a significant value at a significance level of (0.013)

In light of what was mentioned above, the first sub-hypothesis emanating from the second main hypothesis is accepted.

B. Testing the second sub-hypothesis: (There is a significant effect of the tendency to innovation dimension on entrepreneurial behavior)

Consequently, there is a significant effect of the inclination to innovation dimension on entrepreneurial behavior, as we note that the value of the standard influence factor reached (0.21). This means that the inclination to innovation dimension affects the entrepreneurial behavior variable by (21%) at the level of primary studies students in universities. The private colleges in Maysan Governorate are the research sample. This means that changing one deviation unit in the dimension of inclination to innovation among students of preliminary studies at universities and private colleges in Maysan Governorate, the research sample, will lead to a change in entrepreneurial behavior by (21%). This value is considered significant because the value of the critical ratio (C.R.) shown in Table (5) of (2.945) is a significant value at a significance level of (0.003)

In light of what was mentioned above, the second sub-hypothesis emanating from the second main hypothesis is accepted.

C. Testing the third sub-hypothesis: (There is a significant effect of the need for independence dimension on entrepreneurial behavior)

Consequently, there is a significant effect of the need for independence dimension on entrepreneurial behavior, as we note that the value of the standard influence factor reached (0.17). This means that the need for independence dimension affects the entrepreneurial behavior variable by (17%) at the level of primary studies students in universities. The private colleges in Maysan Governorate are the research sample. This means that changing one unit of deviation from the need for independence dimension among students of preliminary studies at universities and private colleges in Maysan Governorate, the research sample, will lead to a change in entrepreneurial behavior by (17%). This value is considered significant because the value of the critical ratio (C.R.) shown in Table (5) of (3.378) is a significant value at a significance level of (0.000)

In light of what was mentioned above, the third sub-hypothesis emanating from the second main hypothesis is accepted.

D. Testing the fourth sub-hypothesis: (There is a significant effect of the calculated risk dimension on entrepreneurial behavior)

Consequently, there is a significant effect of the calculated risk dimension on entrepreneurial behavior, as we note that the value of the standard influence factor reached (0.19). This means that the calculated risk dimension affects the entrepreneurial behavior variable by (19%) at the level of primary studies students in private universities and colleges. In Maysan Governorate, the research sample. This means that changing one unit of deviation from the calculated risk dimension among students of preliminary studies at universities and private colleges in Maysan Governorate, the research sample, will lead to a change in entrepreneurial behavior by (19%). This value is considered significant because the value of the critical ratio (C.R.) shown in Table (5) of (2.780) is a significant value at a significance level of (0.005)

In light of what was mentioned above, the fourth sub-hypothesis emanating from the second main hypothesis is accepted.

E. Testing the fifth sub-hypothesis: (There is a significant effect of the dimension of Drive and determination on entrepreneurial behavior)

Consequently, there is a significant effect of the dimension of Drive and determination on entrepreneurial behavior, as we note that the value of the standard influence factor reached (0.14). This means that the dimension of Drive and determination affects the entrepreneurial behavior variable by (14%) at the level of primary studies students in private universities and colleges. In Maysan Governorate, the research sample. This means that changing one deviation unit in the dimension of Drive and determination among students of preliminary studies at universities and private colleges in Maysan Governorate, the research sample, will lead to a change in entrepreneurial behavior by (14%). This value is considered significant because the value of the critical ratio (C.R.) shown in Table (5) of (2.384) is a significant value at a significance level of (0.017).

FOURTH PART: CONCLUSIONS AND RECOMMENDATIONS

First: - Conclusions

1-It has been noted through the results of the research that the level of need for achievement among students was high, as there was a clear motivation towards achievement among students of private colleges and universities in Maysan Governorate, and this was evident from their defence of their views and their attempt to do a good job compared to pleasing others.

2-The results of the research showed a high level of inclination towards innovation among students at private colleges and universities in Maysan Governorate, through the students' success in adapting to environmental changes and having daily and continuous dreams.

3-The results of the research demonstrated a high level of independence among students at private colleges and universities in Maysan Governorate. This was demonstrated by the student's desire to take the initiative and their thinking about the results more than the consequences of failure.

4-The results of the research revealed a high level of calculated risk among students of private colleges and universities in Maysan Governorate. This is what was observed in the students' lack of embarrassment in asking for help from others when needed, and their willingness to borrow the money required to implement some ideas that they believe are important for their future.

5- The results of the research indicated a high level of Drive and determination among students of private colleges and universities in Maysan Governorate. This was demonstrated by the belief that success is a function of hard work and has nothing to do with luck and that students are trying to implement the plans that they planned earlier.

6- The results of the research revealed a high level of initiative among students of private colleges and universities in Maysan Governorate. This was demonstrated by the students' success in addressing the problems they faced in the past period and their success in investing in the opportunities that were made available earlier.

7- The results of the research revealed an increase in the level of search for environmental opportunities among students of private colleges and universities in Maysan Governorate, through the students' keenness to follow new developments in the fields that constitute the focus of their interest, as well as their awareness of opportunities that could benefit them.

8- The results of the research showed an increase in the willingness of students at private colleges and universities in Maysan Governorate to take risks. This was demonstrated by students willingly taking risks and investing their time in thinking about projects with a high level of risk.

9- It was noted that the level of entrepreneurial behavior has increased among students of private colleges and universities in Maysan Governorate. The high level of initiative among students, their pursuit of favorable

environmental opportunities, and their willingness to bear the risks associated with starting entrepreneurial projects have clearly contributed to this.

10- The research results confirmed the existence of a correlation and influence of entrepreneurial attitude on entrepreneurial behavior. More precisely, students' possession of an entrepreneurial attitude expressed by the need for achievement, Creative tendency/innovation, the need for independence, calculated risk-taking, Drive and determination will lead to a noticeable increase in the level of entrepreneurial behavior among the student group.

Second: Recommendations

1-It is necessary to pay attention to the student group as it is an important group in society by developing their ideas and providing support to start entrepreneurial projects that represent their entrepreneurial attitude and achieve their entrepreneurial behavior.

2-The necessity of preserving the entrepreneurial ideas of students in universities, especially private universities, and developing and investing them by organizations and the government, working to achieve them, encouraging them, and providing possible facilities for achieving them.

3-The need to encourage students to start creating entrepreneurial projects in light of the fluctuating employment conditions and high unemployment in society, as this reduces dependence on government appointments and makes students think about relying on themselves to achieve success.

4-The needs to encourage students to be self-reliant and work in the private sector instead of relying on the public sector, which is crowded with graduates, by adopting their entrepreneurial attitude and starting new businesses and providing them with financial and material facilities.

5- It is important to provide financial grants to students and facilities to start entrepreneurial activity, such as advances granted by government banks, and to work on constantly following them up and adopting them by the state and investing parties.

6-The necessity of informing students about successful projects for achieving entrepreneurial behavior and learning how they achieve success by undertaking systematic scientific trips.

7-It is important to hold conferences or workshops within the university whose purpose is to develop students, advance their entrepreneurial ideas, work to develop them, know them, follow them up, and invest in new and modern ideas to start commercial activities.

8-It is necessary for universities to pay attention to supporting students to ensure that they improve their ideas, develop their entrepreneurial behaviors, and invest in them whenever possible.

9-The need for universities to pay attention to increasing students' motivation towards undertaking their own entrepreneurial projects, achieving entrepreneurial behavior for them, and working to measure that motivation through their continuous follow-up of those projects and how to achieve them.

10-It is necessary to give the university studies the opportunity to invest in the creative and innovative ideas of students.

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