

# Analysis of internal and external influencing factors of individual entrepreneurial intention: an empirical study based on global Entrepreneurship Survey

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**Abstract.** Entrepreneurial activities are the power source of promoting a country's economic development and social progress. Entrepreneurial intention can well predict entrepreneurial activities. Based on the framework of integration analysis, this paper explores the external and internal factors that affect individual entrepreneurial intention. The binary logistic regression method was used to analyze 121,613 valid data samples from 48 countries in the 2018 Adult Population Survey (APS). The results show that entrepreneurial opportunity, entrepreneurial network, entrepreneurial ability, entrepreneurial attitude, and other internal and external factors have significant positive effects on individual entrepreneurial intention. At the same time, the interaction of internal and external factors has a significant positive effect on individual entrepreneurial intention. The interaction of internal and external factors also has significant positive impact on individual entrepreneurial intention. Individual willingness to start a business is influenced by multiple factors such as entrepreneurial network, entrepreneurial opportunity, entrepreneurial ability, and entrepreneurial attitude. It is a comprehensive balance of an individual's possible risks, benefits, and abilities to start a business, and a comprehensive result of wanting to do something (external opportunities and network relations), ability (knowledge and skills), and daring to do something (risk attitude).

## 1 Introduction

Entrepreneurial activity is a key driver of economic and social quality development in the context of the new era and an effective means of promoting innovation, through which new enterprises not only improve economic and social development and social production and living standards but also create many jobs. Entrepreneurship is seen as a conscious and planned behavior [1], and the decision-making behavior of entrepreneurship can be well predicted by entrepreneurial willingness [2].

Why do some people go for entrepreneurial activities and not others? Entrepreneurial activity is a highly personal decision that reflects individual drives,

abilities, and motivations [3], and the formation of entrepreneurial behavior depends on the attractiveness of entrepreneurship, the entrepreneur's abilities, and social norms [1]. At the same time, it has been shown that the occurrence of entrepreneurial decision-making behavior of individuals is influenced by emotional as well as rational factors. Entrepreneurial behavior decisions are formed as individuals weigh the possible risks, benefits, and abilities of entrepreneurship together and generate judgments, which are the result of a combination of entrepreneurial desirability and feasibility factors [4]. The analysis of a single aspect of factors does not make a good prediction of the formation of entrepreneurial intentions [5], it is necessary to consider how the various factors interact [6], and it is more theoretical and practical to analyze the factors influencing

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entrepreneurial intentions based on an integrated framework [4]. In this paper, by using the latest data from the Global Entrepreneurship Monitor, we analyze the impact of different internal and external entrepreneurial conditions (entrepreneurial opportunities, entrepreneurial networks, entrepreneurial capabilities, entrepreneurial attitudes) on entrepreneurial intentions separately on the one hand, and focus on their interactive impact on entrepreneurial intentions on the other hand.

## **2 Literature review and hypothesis**

From the analysis of the factors influencing entrepreneurial intention, the most influential and widely and deeply researched is the theory of planned behavior. The theory of planned behavior suggests that a person's intention to engage in a behavior is often influenced by his or her attitude, subjective norm, and behavioral control of the behavior [7], where attitude is an individual's evaluation of the target behavior, the subjective norm is a measure of other individuals' perceptions of their ability to perform or not perform a particular decision, and behavioral control is an individual's perception of his or her ability to perform a particular behavior. From this theory we can learn that one's entrepreneurial behavior receives the influence of one's subjective evaluation of that behavior, the strength of support from others around one to perform that action, and one's perceived difficulty in performing that behavior. Some studies have analyzed that, at the individual level, individual entrepreneurial intentions are mainly influenced by personality traits, cognitive level, personal background, attitude, and experience. In addition, personal values, entrepreneurial motivation, entrepreneurial self-efficacy, and entrepreneurial networks are important factors that enhance individual entrepreneurial intentions [8]. Some scholars have defined the elements of the entrepreneurial process model as people, opportunities, environment, risks, and rewards.

In summary, we can find that entrepreneurial intentions are influenced by various aspects such as individual internal conditions and external environmental conditions and that entrepreneurial intentions are the result of a combination of wanting to do it (external opportunities and entrepreneurial network relationships), daring to do it (internal personal risk attitudes), and

being able to do it (internal personal knowledge, experience, and skills). This study will synthesize the interactive effects of the four specific factors on entrepreneurial intentions to provide a more comprehensive and accurate theoretical explanation and practical predictive effect on the occurrence of entrepreneurial intentions and actual behavioral decisions.

### **2.1 The influence of each of the internal and external entrepreneurial factors on the individual's willingness to start a business**

Firstly, entrepreneurial opportunities have an important role in influencing individual entrepreneurial intentions. Entrepreneurial intentions are closely related to the positivity and controllability that entrepreneurs show towards their surroundings; in other words, the stronger the entrepreneurial attractiveness of the surroundings or the richer the entrepreneurial resources, the stronger the entrepreneurial intentions of entrepreneurs [9]. In addition, it has been shown that the richness and clarity of the prototype entrepreneurial opportunity have a positive effect on entrepreneurial intentions, thus, external entrepreneurial opportunities play an important role in the generation of entrepreneurial actions.

Secondly, the entrepreneur's creative ability is a core element of entrepreneurial failure. From the process perspective, it was found that entrepreneurial competencies mainly include opportunity, organizational, relational, conceptual, strategic, and commitment competencies [10], all of which are major factors influencing entrepreneurial behavior. Entrepreneurial competencies such as whether the entrepreneur has a good idea and can design a successful business model are important prerequisites to determine whether entrepreneurial opportunities can be transformed into entrepreneurial success [4].

Then, entrepreneurial attitudes are subjective evaluations held by individuals about entrepreneurship, reflecting the level of perception and preference for entrepreneurship, and entrepreneurial attitudes as an important intrinsic factor in individuals' implementation of entrepreneurial behavior have received increasing attention from scholars after it was confirmed that there is a link with entrepreneurial intentions. Positive entrepreneurial attitude orientation has a significant

positive effect on entrepreneurial intentions [11]. However, entrepreneurial attitudes are not constant and can be influenced by factors from individual characteristics and external factors; when individuals have more positive attitudes toward entrepreneurship, the more they will be motivated to choose entrepreneurship or implement entrepreneurial behavior in the future and vice versa [7], and the theory of planned behavior states that an individual's attitude determines an individual's intention to implement a particular behavior, and an individual's intention, in turn, determines whether or not the individual adopts that particular behavior.

Finally, entrepreneurial networks include both the entrepreneur's social network and the organizational network formed during the creation of the firm [12], and entrepreneurial networks are advantageous competition for the entrepreneur or the firm. Entrepreneurial networks provide a good platform for entrepreneurs to share information and learn based on network relationships, which allows network members to share information and learn from each other [13], and the effective information that entrepreneurs obtain from entrepreneurial network relationships will influence entrepreneurs' entrepreneurial intentions and behaviors, while the individuals in entrepreneurs' entrepreneurial networks who are successful in entrepreneurship have an important influence on entrepreneurs' entrepreneurial intentions [14].

Based on the above analysis, the following hypotheses are proposed in this study:

*Hypothesis a1: External entrepreneurial opportunities have a significant positive effect on individual entrepreneurial intentions;*

*Hypothesis a2: External entrepreneurial network has a significant positive effect on individual entrepreneurial intentions;*

*Hypothesis a3: Internal entrepreneurial capability has a significant positive effect on individual entrepreneurial intentions;*

*Hypothesis a4: Internal entrepreneurial attitude has a significant positive effect on individual entrepreneurial intentions.*

## **2.2 The two-two interaction effects of internal and external entrepreneurial factors on individuals' willingness to start a business**

### ***2.2.1 The interactive influence of external entrepreneurial opportunities and internal entrepreneurial capabilities on entrepreneurial intentions***

Entrepreneurial activity is essentially the process of entrepreneurial opportunity pursuit, identification, and utilization [15]. Under the ever-changing social environment, the existence of entrepreneurial opportunity perception is an important reason for entrepreneurs to be able to identify entrepreneurial opportunities [16], and entrepreneurs can identify entrepreneurial opportunities only when they perceive important information related to the opportunities at the right time and place [15], so that they can carry out entrepreneurial behaviors or decisions. Analysis of opportunity perception from the entrepreneurs themselves shows that even though opportunities exist objectively, they still need to be perceived and detected [17], and the stronger the ability to perceive entrepreneurial opportunities, the greater the likelihood of entrepreneurial activity occurring. Also, entrepreneurs pay more attention to opportunities related to knowledge or skills they are already familiar with, and the knowledge or skills that entrepreneurs possess will influence the discovery of opportunities in three areas: technology development, opportunity identification, and opportunity development [18]. Therefore, the individual's entrepreneurial experience, pre-preparation, and relevant knowledge or skills will have an important moderating effect on the impact of external entrepreneurial opportunities on entrepreneurial intentions.

Based on the above analysis, the following hypotheses are proposed in this study:

*Hypothesis b1: The interaction of external entrepreneurial opportunities and internal entrepreneurial capabilities has a significant positive effect on entrepreneurial intentions.*

### ***2.2.2 The interactive influence of external entrepreneurial opportunities and internal entrepreneurial attitudes on entrepreneurial intentions***

An entrepreneurial attitude is a subjective perception of entrepreneurs in the entrepreneurial process that can directly influence individual entrepreneurial intentions.

When studying the entrepreneurial intentions of college students, it has been found that entrepreneurial attitudes play a mediating role in achievement and creative intentions, while entrepreneurial education increases individuals' positive attitudes toward entrepreneurship and thus influences entrepreneurial intentions. Risk-taking propensity has a significant effect on entrepreneurial intentions, and some empirical studies have shown that entrepreneurial attitudes that fear failure will weaken entrepreneurial intentions and behaviors when there are plenty of entrepreneurial opportunities [19].

Based on the above analysis, the following hypotheses are proposed in this study:

*Hypothesis b2: The interaction of external entrepreneurial opportunities and internal entrepreneurial attitudes has a significant positive effect on entrepreneurial intentions.*

### **2.2.3 Interactive effect of external entrepreneurial networks and internal entrepreneurial capabilities on entrepreneurial intentions**

The development of entrepreneurial networks has an important role in entrepreneurial activity and has an influential role in the identification of entrepreneurial opportunities. The number and diversity of entrepreneurial nodes in the entrepreneurial network positively affect entrepreneurial activity [20]. Some empirical studies have shown that the stronger the entrepreneur's network capabilities, the easier it is to identify entrepreneurial opportunities, thus, entrepreneurial networks have an important moderating effect on the impact of entrepreneurial opportunities on entrepreneurial intentions. The entrepreneur is the leader of a business, and the entrepreneur's ability to perceive the market will determine the direction of the business, and the entrepreneurial network is a vehicle for obtaining effective information, and the resources obtained from the entrepreneurial network are very useful for business development [21]. There is a certain degree of cognitive deficit in the entrepreneurial process, for entrepreneurs should observe and imitate others to expand their cognitive scope[22], the external knowledge sources provided by entrepreneurial networks help entrepreneurs to complementary new knowledge, which is beneficial to

build and enhance entrepreneurial capabilities[13]. According to this elaboration, it can be presumed that entrepreneurial networks of entrepreneurs have an important influence on entrepreneurial competence enhancement of entrepreneurs, and entrepreneurs need to obtain new information or enhance entrepreneurial competence from entrepreneurial networks without interruption. Based on the above analysis, the following hypotheses are proposed in this study:

*Hypothesis b3: The interaction of external entrepreneurial networks and internal entrepreneurial ability has a significant positive effect on entrepreneurial intentions.*

### **2.2.4 Interactive influence of external entrepreneurial networks and internal entrepreneurial attitudes on entrepreneurial intentions**

An entrepreneurial attitude is an important prerequisite for the development of breakthrough thinking, which can awaken innovation and creativity in individuals and is a key factor influencing their willingness to start a business [23]. It has been shown that entrepreneurial attitudes are influenced by personal background, economic conditions, learning, experience, and culture [23], and in addition, it has been shown that entrepreneurial attitudes play a mediating role between social networks and entrepreneurial intentions. Entrepreneurial networks are platforms for entrepreneurs to conduct entrepreneurial learning, and entrepreneurial learning has a facilitating effect on entrepreneurial attitudes, and some studies have found that the more entrepreneurial knowledge entrepreneurs perceive, the more positive their entrepreneurial attitudes are [24]; therefore, entrepreneurial networks have a positive effect on entrepreneurial attitudes.

Based on the above analysis, the following hypotheses are proposed in this study:

*Hypothesis b4: The interaction between external entrepreneurial networks and internal entrepreneurial attitudes has a significant positive effect on entrepreneurial intentions.*

## **2.3 The three-by-three interaction of internal and external entrepreneurial factors on individual entrepreneurial intentions**

The entrepreneurial network is a platform for entrepreneurial learning, and the result of entrepreneurial learning can trigger the improvement of entrepreneurial ability, enhance the identification of entrepreneurial opportunities, and thus influence entrepreneurial intention; through the theory of planned behavior, we know that individuals will be controlled by their intention to engage in a particular behavior, and their attitude toward this behavior will determine their behavioral intention [25], while some researchers have also argued that the greater the number of social relationships possessed, the greater the ability to identify entrepreneurial opportunities; others have demonstrated that self-efficacy, opportunity, and attitude are the main determining variables of entrepreneurial intentions [3].

Based on the above analysis, the following hypotheses were formulated in this study:

*Hypothesis c1: The interaction of three factors, entrepreneurial opportunity, entrepreneurial network, and entrepreneurial ability, has a significant positive effect on entrepreneurial intentions.*

*Hypothesis c2: The interaction of three factors, entrepreneurial network, entrepreneurial ability, and entrepreneurial attitude, has a significant positive effect on entrepreneurial intentions.*

*Hypothesis c3: The interaction of entrepreneurial opportunity, entrepreneurial ability, and entrepreneurial attitude has a significant positive effect on entrepreneurial intention.*

### 3 Research design

#### 3.1 Variable measurement

Four independent variables: entrepreneurial opportunity, entrepreneurial ability, entrepreneurial attitude, and entrepreneurial network, and one dependent variable, entrepreneurial intention, are included in this study. Also, considering that age, gender, and education have different effects on entrepreneurship, they are used as control variables in this study. For the measurement of the variables studied in this research, this paper mainly uses the Adult Population Survey (APS) from the Global Entrepreneurship Survey 2018, which provides survey data on motivation, attitude, ability, network, and entrepreneurial willingness of individuals from different countries, and it should be noted that entrepreneurial

attitude is measured by risk attitude, and all independent variables in this paper on The direction of influence of entrepreneurial willingness is assumed to be positive, and entrepreneurial attitude emphasizes the risk acceptance attitude, and this paper takes the measurement of risk attitude as the reverse data processing, that is, the original actual choice result of 0 is adjusted to 1, and the original actual choice result of 1 is adjusted to 0, shown in table 1.

**Table 1.** Sources and measurement types of internal and external variable measures

Variable type	Variable	Measurement question	Measurement option
Independent variable	Entrepreneurial opportunities	Will there be good entrepreneurial opportunities where you live in the next period of time?	0=no;1=yes
	Entrepreneurial ability	Do you have the knowledge, skills, and experience needed to start a business?	0=no;1=yes
	Entrepreneurial attitude	Does the fear of failure stop you from starting a business?	0=no;1=yes
	Entrepreneurial Network	Do you know any one new to entrepreneurship within the past two years?	0=no;1=yes
Dependent variable	Willingness to start a business	Are you currently trying to start a business, either alone or in partnership with others, including starting your own business or selling goods or services to others?	0=no;1=yes
Control variable	Age	What is your current age?	18-99

le	Gender	What is your gender?	1=male;2=female
	Education	What is your education level?	0-8

### 3.2 Data source

All data in this paper are from the Adult Population Survey (APS) GEM APS Global Individual-Level Data from the Global Entrepreneurship Survey 2018, which is the earliest and most extensive survey on individual entrepreneurship. Since these complete data were released to the public three years after they were collected, this study uses the most recent data available in 2018. The study data includes a total of 162,077 data from around the world, and this study builds on the original data sample by removing samples with missing data items, yielding a total of 121,613 sample data from 48 countries around the world for empirical analysis.

## 4 Empirical analysis

Based on the previous analysis in this paper and the relevant variables involved in the hypotheses derived from the literature analysis method, we test whether the relevant hypotheses hold by first conducting descriptive statistics and correlation analysis on them, followed by regression analysis.

### 4.1 Descriptive statistics

From the results in Table 2, it can be seen that the mean value of education of the sample data population is 3.66, at the level of high school and above, and the mean age is 40.99 years. Among the four internal and external entrepreneurial conditions, the entrepreneurial attitude has the highest mean value of 0.59 and the entrepreneurial network has the lowest mean value of 0.40. The mean value of personal intention to start a business is 0.16, and overall the intention to start a business is not very strong.

**Table 2.** Mean and standard deviation statistics of internal and external variables

Variable name	Mean value	Standard deviation
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Education	3.66	1.865
Age	40.99	14.318
Gender	1.48	0.500
Entrepreneurial opportunity	0.44	0.497
Entrepreneurial network	0.40	0.489
Entrepreneurial attitude	0.59	0.491
Entrepreneurial ability	0.51	0.500
Willingness to start a business	0.16	0.367

Further analyzing the frequencies of the independent and dependent variables (see Table 3), since all five variables are 0-1 variables, from the results of the frequency statistics, the percentage of people with entrepreneurial intentions is 16%, and among the four internal and external conditions affecting entrepreneurial intentions, the highest percentage of people who answered positively to entrepreneurial attitudes (choosing value 1) is 59.3%, followed by entrepreneurial ability, then entrepreneurial opportunities and the lowest is the entrepreneurial network, with only 39.6%.

**Table 3.** Frequency statistics of the independent and dependent variables

Variable name	Numerical value (selected as 0)	Numerical value (selected as 1)
Entrepreneurial opportunities	55.6%	44.4%
Entrepreneurial network	60.4	39.6%
Entrepreneurial attitude	40.7%	59.3%
Entrepreneurial ability	48.9%	51.1%
Willingness to start a business	84.0%	16.0%

### 4.2 Correlation analysis

From the results of correlation analysis (shown in table 4), among the four control variables, education has a significant positive correlation with entrepreneurial intention, and gender and age have a negative correlation

with entrepreneurial intention, which indicates that the older the age, the weaker the entrepreneurial intention, and also indicates that women's entrepreneurial intention is weaker than men's. The four internal and external entrepreneurial conditions, entrepreneurial opportunity, entrepreneurial network, entrepreneurial attitude and entrepreneurial ability, have a significant positive correlation with entrepreneurial intention, where the correlation coefficient between the independent variable entrepreneurial ability and the dependent variable entrepreneurial intention is the largest at 0.247, and the correlation coefficient between entrepreneurial attitude and entrepreneurial intention is the smallest at 0.075.

**Table 4.** Statistics of correlation analysis of internal and external variables

Variable name	1	2	3	4	5	6	7	8
1.Education	1	-	-	-	-	-	-	-
2.Gender	-.019**	1	-	-	-	-	-	-
3.Age	-.070**	.025**	1	-	-	-	-	-
4.Entrepreneurial opportunities	.130**	-.057**	-.054**	1	-	-	-	-
5.Entrepreneurial network	.111**	-.072**	-.092**	.233**	1	-	-	-
6.Entrepreneurial attitude	.026**	-.073**	.015**	.082**	.038**	1	-	-
7.Entrepreneurial ability	.094**	-.125**	-.021**	.240**	.250**	.159**	1	-
8.Willingness to start a business	.047**	-.063**	-.090**	.183**	.205**	.075**	.247**	1

Significance: \*\*p<0.01; \*p<0.05; ^p<0.10

### 4.3 Regression analysis

Because the dependent variable of entrepreneurial intentions studied in this paper belongs to the variables 0

and 1, we use binary logistic regression in the regression analysis. In the regression analysis (shown in table 5), the causal effects of each of the four independent variables proposed in this study on the dependent variable of entrepreneurial intentions and the interaction effects between external entrepreneurial conditions and internal entrepreneurial conditions were analyzed separately using SPSS software and using the steps of binary logistic regression analysis. Among them, Model A is a regression analysis for the three control variables, Model B is a regression analysis for the further inclusion of the four independent variables in the three control variables, Model C is a regression analysis for the two-by-two interaction effect of the internal and external independent variables, and Model D is a regression analysis for the three-factor interaction effect of the four independent variables.

**Table 5.** Statistics of binary logistic regression analysis of internal and external factors on entrepreneurial intention

	Model A	Model B	Model C	Model D
Constant	-.560** *	-2.174 ***	-1.317 ***	-1.009***
Education	.060***	-0.002	.005	.017***
Gender	-.335** *	-0.136 ***	-.178** *	-.214***
Age	-.021** *	-.021** *	-.021** *	-.021***
Entrepreneurial opportunity		.601***		
Entrepreneurial network		.710***		
Entrepreneurial attitude		.196***		
Entrepreneurial ability		1.202**		
Opportunity* Ability			.847***	
Opportunity* Attitude			.119***	
Networking* ability			.843***	
Network* Attitude			.170***	
Opportunity*Network				.890***

rk*Ability				
Network*Ability*Attitude				.388***
Opportunity*Ability*Attitude				.471***
R <sup>2</sup>	.030	.176	.154	.126
-2 log-likelihood value	10485 0.286	93773. 640	95505. 314	97681.27 6
Degrees of freedom	3	7	7	6

Significance: \*\*\* $p < 0.001$ ; \*\* $p < 0.01$ ; \* $p < 0.05$ ;  $\hat{p} < 0.10$

From the regression results of the three control variables on entrepreneurial intentions in Model A, the regression coefficient of education on entrepreneurial intentions is positive and significant ( $p=0$ ), implying that the higher the education of the entrepreneurial individual, the stronger the entrepreneurial intentions. We also found that the regression coefficients of gender and age on entrepreneurial intentions were negative and significant ( $p=0$ ), indicating that women's entrepreneurial intentions were lower in the analyzed sample data, while the older the entrepreneurial individuals were, the weaker their entrepreneurial intentions were.

From the results of the two-point regression analysis of each of the four independent variables in Model B on entrepreneurial intention, the regression coefficients of entrepreneurial opportunity, entrepreneurial network, entrepreneurial attitude, and entrepreneurial ability on entrepreneurial intention are positive and significant ( $p=0$ ), with the regression coefficient of entrepreneurial ability being the largest, indicating that this independent variable has the strongest influence on entrepreneurial intention. Therefore, the four hypotheses proposed in this paper, such as a1, a2, a3, and a4, are supported and proved by the results of data analysis.

From the results of the regression analysis of the two-by-two interaction effects of external entrepreneurial conditions and internal entrepreneurial conditions on entrepreneurial intention in model C, the regression coefficients of entrepreneurial opportunity and entrepreneurial ability, entrepreneurial opportunity and entrepreneurial attitude, entrepreneurial network and entrepreneurial ability, and entrepreneurial network and entrepreneurial attitude are all positive and significant ( $p=0$ ), so the four hypotheses proposed in the text, b1, b2,

b3, and b4, are supported and proved by the results of the data analysis. The results support and prove the results.

From the results of the regression analysis of the interaction effect of the three factors of internal and external entrepreneurial conditions on entrepreneurial intention in model D, the interaction of entrepreneurial opportunity, entrepreneurial network and entrepreneurial ability, the interaction of entrepreneurial network, entrepreneurial ability and entrepreneurial attitude, and the interaction of entrepreneurial opportunity, entrepreneurial ability and entrepreneurial attitude on entrepreneurial intention have positive and significant regression coefficients ( $p=0$ ), so the c1, c2, c3, etc. proposed in this paper 3 hypotheses are supported and proved by the results of data analysis.

## 5 Conclusions and Implications

### 5.1 Research Conclusions

The entrepreneurial intention of entrepreneurial individuals is the result of the combined effect of multiple factors such as entrepreneurial network, entrepreneurial opportunity, entrepreneurial ability and entrepreneurial attitude, and is a comprehensive weighing of individuals' social network, entrepreneurial risk degree, possible benefits and other types of situations. In general, external entrepreneurial opportunities, entrepreneurial networks and internal entrepreneurial ability and entrepreneurial attitude all have an important impact on an individual's willingness to start a business. For the entrepreneurial individual, the larger the size of his or her network, the stronger his or her access to resources, the easier it is to identify entrepreneurial opportunities, the stronger his or her knowledge, skills and experience, and the stronger his or her willingness to start a business, and when the individual believes that entrepreneurship is important, he or she will have interest and confidence in entrepreneurship, and will have a positive attitude toward entrepreneurship, thus influencing entrepreneurial intention. However, the internal and external conditions of entrepreneurial network, entrepreneurial opportunity, entrepreneurial ability and entrepreneurial attitude are each only necessary but not sufficient factors to influence individuals' entrepreneurial intention, and individuals' entrepreneurial behavior and decision is a



composite function of external opportunity and network relationship (want to do it), knowledge and skill (can do it) and risk attitude (dare to do it). Therefore, the impact of these factors on individual entrepreneurial intentions must be considered. Analyzing the impact on individual entrepreneurial intentions from one factor alone will greatly reduce the ability to predict actual outcomes.

## 5.2 Policy Implications

Entrepreneurship plays an important role in strengthening the overall capacity of a country. At present, our country actively advocates public innovation, and with the support of this policy, it is important to promote entrepreneurial activities to take root by increasing the willingness of individuals to start their businesses more efficiently. From this study, we can see that to improve the entrepreneurial atmosphere and competitiveness of the country, and to improve individual entrepreneurial willingness, government departments should consider how to improve individual entrepreneurial willingness in terms of entrepreneurial networks, entrepreneurial opportunities, entrepreneurial ability and entrepreneurial attitudes, etc. On the one hand, they should encourage universities to strengthen entrepreneurial education through lectures, forums, and club activities to cultivate individual entrepreneurial spirit, improve network-building ability and enhance entrepreneurship-related activities, On the other hand, the government should actively create an entrepreneurial environment, strive to develop an inclusive, fair and harmonious competitive market environment, lower the threshold and risk of entrepreneurship, improve the convenience of entrepreneurship, and at the same time play the role of policies and regulations in promoting entrepreneurship, and give support and preferential treatment in terms of entrepreneurial funds, financing and lending.

## Acknowledgment

The article was supported by the General project of Education Department of Zhejiang Province(Y202353240).

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