


Chapter 5

Entrepreneurial Competencies and Its Contribution to Entrepreneurial Intention

Mangair Karasi Manickam

 <https://orcid.org/0000-0002-8189-2498>

University of Technology Malaysia, Malaysia

Mohd Zaidi Abd Rozan

 <https://orcid.org/0000-0003-1409-4522>

University of Technology Malaysia, Malaysia

ABSTRACT

Entrepreneurial competencies have a proven track record of enhancing both personal and business success. However, there is a dearth of research on the role of entrepreneurial competencies when the focus is on software developers' entrepreneurial intention. Therefore, this chapter aimed to present the influence of entrepreneurial competencies on the entrepreneurial intention of software developers. Specifically, this study draws on the Theory of Planned Behavior to develop an integrated model of entrepreneurial intention incorporating the role of entrepreneurial competencies along with factors influencing entrepreneurial intention. According to the findings of structural equation modeling, the entrepreneurial competencies strongly influence the development of entrepreneurial intention. Mediation analysis validated that the software developer's perceived behavior control is the strongest mediator in the correlation between entrepreneurial competencies and entrepreneurial intention.

DOI: 10.4018/978-1-6684-9872-9.ch005

INTRODUCTION

Software developers are frequently those who come up with innovative ideas and launch unique software products and services, the necessity for entrepreneurial activity for entrepreneurial performance has always been crucial for the success of software development firms. Entrepreneurship education enables students to enhance their entrepreneurial knowledge, skills, attitudes, and personal qualities (Sun et al., 2023). The process of learning supports the building of motivation and commercial networks, which could encourage student involvement in entrepreneurship. Incorporating field studies, internships, and extracurricular activities could give students entrepreneurial experience and ideas, which could impact their entrepreneurial intention positively. Uncertainty exists over the benefits of learning entrepreneurial competencies and putting them into practice at work. Other variables need to be controlled to assess the effectiveness of acquired entrepreneurial competencies namely psychological factors. Entrepreneurship researchers from all over the world have been exploring how to increase a person's entrepreneurial intention. Entrepreneurial intention refers to an individual's conscious and deliberate decision to pursue entrepreneurial activities (Sun et al., 2023). This study explores the concept of entrepreneurial intention, its importance, and the factors influencing its formation, supported by relevant research studies and references.

Like any other industry, entrepreneurial intention is equally emphasized in software development as it is rapidly evolving field that thrives on innovation, problem-solving, and entrepreneurial thinking (Sudirman et al., 2020; Tolfo et al., 2018). In this context, entrepreneurial intention plays a vital role in shaping the success and impact of software development ventures. Entrepreneurial intention is strongly influenced by various factors, one of which is entrepreneurial competencies (Botha & Taljaard, 2021). These competencies encompass the knowledge, skills, attitudes, and abilities that individuals possess and develop to successfully undertake entrepreneurial activities. These entrepreneurial competencies are compatible with adaptability and agile development concepts in software development (Tolfo et al., 2018). Past study has verified that having entrepreneurial competencies are essential for software developers to envision innovative solutions and recognize the potential for creating value through entrepreneurial venture (A. N. Aisha et al., 2016). As a preliminary definition of entrepreneurial competencies, it refers to the ability to recognize and pursue opportunities, which appears to be unique and critical activity in business that is related to product and process innovation, diversification, and business development (Lans et al., 2014). Barely any attention has been paid to the direct effect of entrepreneurial competencies on entrepreneurial intention as well as the influence of attitude, subjective norm, and perceived behavior control.

20 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/entrepreneurial-competencies-and-its-contribution-to-entrepreneurial-intention/382105

Related Content

Sustainability in the Farming Sector and Physical Comfort in the Workplace to Reduce the Mental Stress of Farmers: A Case Study of Agricultural Farmers in India by Anfis

Hullash Chauhan, Suchismita Satapatyand Ashok K. Sahoo (2022). *International Journal of Social Ecology and Sustainable Development* (pp. 1-18).

www.irma-international.org/article/sustainability-in-the-farming-sector-and-physical-comfort-in-the-workplace-to--reduce-the-mental-stress-of-farmers/292068

Texture Mapping of Plant Leaves: A Multi-Dimensional Application for Next-Gen Agriculture

Rohit Rastogi, Akshit Rajan Rastogiand Divya Sharma (2022). *International Journal of Social Ecology and Sustainable Development* (pp. 1-19).

www.irma-international.org/article/texture-mapping-of-plant-leaves/290394

Perception and Importance of Urban Home Gardeners to Improve Sustainable Food Production: A Study in Madurai City, Tamil Nadu

Elangovan Ramanujam, A. Mayilmuruganand R. Sundareswaran (2022). *International Journal of Social Ecology and Sustainable Development* (pp. 1-15).

www.irma-international.org/article/perception-and-importance-of-urban-home-gardeners-to-improve-sustainable-food-production/290312

Achieving Environmental Sustainability Through Industry 4.0 Tools: The Case of the "Symbiosis" Digital Platform

Barbara Aquilani, Michela Piccarozzi, Cecilia Silvestriand Corrado Gatti (2020). *Customer Satisfaction and Sustainability Initiatives in the Fourth Industrial Revolution* (pp. 37-62).

www.irma-international.org/chapter/achieving-environmental-sustainability-through-industry-40-tools/239242

Crafting Authentic Narratives for Sustainable Branding

Muhammad Usman Tariq (2024). *Compelling Storytelling Narratives for Sustainable Branding* (pp. 194-229).

www.irma-international.org/chapter/crafting-authentic-narratives-for-sustainable-branding/350348