

Factors Impacting Students' Intention for Sustainable Entrepreneurship

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ABSTRACT

This study presents the findings of an extensive investigation into the variables that influence college students' plans to engage in sustainable business practices. The research set out to determine what characteristics had the most impact on students' propensity to engage in sustainable entrepreneurial activities and then evaluate those results. In this quantitative study, a total of 370 persons were selected at random to take part in an online survey. The study utilized SPSS and Amos, and for data reliability testing, the researchers used Cronbach's alpha, exploratory factor analysis, and structural equation modeling. The results showed that characteristics like subjective norms and risk-taking propensity influenced students' sustainable entrepreneurial intentions in a positive way. The extent to which students felt social pressure to perform or engage in specific activities (as measured by subjective norms) was a significant predictor of their plans for future business endeavours. Students' long-term business outlook was found to be significantly influenced by their openness to risk, here defined as activities with unknown repercussions. Schools and governments can use the study's findings to inform policy and curriculum development aimed at fostering the next generation of sustainable business leaders. Long-term thinking is beneficial for both enterprises and society as a whole in an environment that supports sustainable practises.

Keywords: Sustainable entrepreneurship, Policy and curriculum development, Students' intention