

Impact Factors Affecting Entrepreneurial Intention of Jordanian Private Universities Students: A Mediation Analysis of Perception Toward Entrepreneurship

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This chapter empirically analyzes the effects of personal traits, prior entrepreneurial experience, external environment, social norm, and perceived feasibility on entrepreneurship intention through positive and negative perception toward entrepreneurship. The study sample covered students from Jordanian private universities with the age group of 18–50, and a questionnaire was distributed, collected and analyzed. Quantitative approach with statistical techniques namely factor analysis, multiple regressions, and path analysis was employed to process the data collected from 380 participating students. The results revealed that entrepreneurship education, previous entrepreneurial experience, and external environment significantly affect the positive perception toward entrepreneurship. Personal traits and perceived feasibility found to have a significant effect on the negative perception toward entrepreneurship. All variables found to have a positive indirect impact on entrepreneurship intention. Furthermore, the study reveals the significant impacts of surveyed factors on the entrepreneurship intention of students. In addition, the study provides significant implications for educational and political transformation. This allows the establishment of higher level of entrepreneurship with greater level of quality.

Alkhatib, K., Al-Aiad, A., Mustafa, M., & Alzubi, S., (2020), Impact Factors Affecting Entrepreneurial Intention of Jordanian Private Universities Students: A Mediation Analysis of Perception Toward Entrepreneurship, *Sustainable and Energy Efficient Computing Paradigms for Society* (pp. 53-65). Springer.