

ENTREPRENEURIAL INTENTIONS

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ABSTRACT

The idea of owning your own small-business is very appealing to some people, however the measure of feasibility and practicality often differs among these individuals. Some believe that although it may be feasible, it would not be a practical decision based on other influences. Entrepreneurship is an interesting idea in that it is often associated strictly with the risk-taking abilities of an individual. Various studies in the past have looked into other explanations, such as trait-theory based hypothesis, motivation-theory based hypothesis, and more recently intention-based theories.

Intention-based testing has been conducted within the last decade in hopes of explaining entrepreneurial activity among individuals. It is argued that "intentions have proven to be the best predictor of planned behavior, particularly when that behavior is rare, hard to observe, or involves unpredictable time lags" (Carsrud et al. 2000). The creation of a new business takes both time and detailed planning, resulting in a behavior which intention-models often explain. Studies have tested their hypothesis among several intention-based theories, such as Ajzen's Theory of Planned Behavior and Shapero's Model of Entrepreneurial Event (Carsrud et al. 2000).

Our study will be an extension of previous work which examined 97 senior business students in an attempt to discover intentions and processes prior to the activity. We will examine a cross-section of undergraduate students from Siena College to compare our hypothesis and their relation to a more diverse population. It can be argued that students from the School of Business believe entrepreneurship is more feasible perhaps because of their business education or other influences. Along with our other hypothesis, our study will provide information regarding these relationships. Using the same intention-based theories, our work will be an extension using a different population and examining the relevance between this new population and the previous study.

REFERENCES

Carsrud, A., Krueger, N., and Reilly, M., 2000. Competing Models of Entrepreneurial Intentions. *Journal of Business Venturing* 15, 411-432.