

**ENTREPRENEURIAL KNOWLEDGE, MOTIVATION, DESIRES, AND INTENTION: A
CONTENT ANALYSIS APPROACH**
**Muhammad Dharma Tuah Putra Nasution¹⁾, Yossie Rossanty²⁾, Ramadhan Harahap³⁾, Aulia
Ramadhan Tanjung⁴⁾**

Faculty of Social Sains, Pembangunan Panca Budi University^{1,2,3,4)}

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Correspondence:

Muhammad Dharma Tuah Putra

Nasution

dharmatuah@gmail.com

ABSTRACT

Entrepreneurial marketing is widely recognized for its dynamic nature, characterized by innovation and adaptability in navigating intricate market dynamics. However, a significant gap persists in understanding how entrepreneurial knowledge intersects with market dynamics. This study aims to bridge this gap by exploring the influence of entrepreneurial knowledge on motivation, desires, and intentions. It emphasizes the pivotal role of entrepreneurial knowledge in shaping market outcomes, offering valuable insights for scholars and practitioners alike. Utilizing content analysis as a fundamental research method, the study delves into qualitative data to uncover themes, words, and concepts in entrepreneurship research domains. Through this methodological approach, it meticulously tracks antecedents, mechanisms, impacts, patterns, and trends in entrepreneurship, thus enriching the understanding of entrepreneurial dynamics. Moreover, the study explores the relationship between entrepreneurial knowledge and motivation within the context of entrepreneurship. Drawing on extensive research on entrepreneurial motivation and psychological mechanisms, it elucidates how entrepreneurial knowledge serves as a primary driver of motivation, influencing attitudes, intentions, and actions toward entrepreneurial pursuits. By integrating insights from diverse perspectives, this study contributes to a deeper comprehension of the interplay between knowledge and motivation in shaping entrepreneurial behaviors. Ultimately, the findings underscore the critical importance of fostering entrepreneurial knowledge and addressing socio-cultural influences to promote entrepreneurship across diverse contexts.

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INTRODUCTION

Entrepreneurial marketing is a dynamic and evolving field that embodies the spirit of creating new business ventures and revitalizing stagnant companies through the introduction of breakthrough innovations (Bhatt, 2022). It is characterized by responsiveness to the marketplace, an intuitive ability to anticipate changes in customer demands, and a proactive approach to product-market innovation (Damer et al., 2023). The interplay between market orientation and entrepreneurial orientation has been extensively discussed in the literature, highlighting their complementary effects on profitability in small businesses (Mathafena et al., 2023). Furthermore, the importance of entrepreneurial orientation in driving new venture performance has been underscored, emphasizing the need to include key organizational outcomes in the analysis of entrepreneurial opportunity processes (Donbesuur et al., 2020).

With a growing body of research aiming to understand its implications for business performance and strategy, entrepreneurial marketing has garnered significant attention in recent years. For instance, Yadav and Bansal (2020) provide a systematic review of entrepreneurial marketing, framing research questions to guide the review process and offering insights into the current state of knowledge in this field. Amin et al. (2016) emphasize the relationship between

entrepreneurial orientation and market orientation, highlighting the mediating role of market orientation in the relationship between entrepreneurial orientation and SME performance. Additionally, Shahmohammadi (2022) notes the rapid development of entrepreneurial marketing as a practice and research field over the past three decades, indicating increasing scholarly interest in this area.

However, despite some progress, entrepreneurial knowledge in the context of small firms is an area that is still developing and is considered to be in its early stages. While there is existing research on the importance of entrepreneurial orientation, absorptive capacity, and knowledge management in small firms (Chaudhary, 2019; Mostafiz et al., 2023; Adebisi et al., 2019), the understanding of how these factors interact and contribute to firm performance is still evolving. Studies have shown that entrepreneurial teams' industry experience can offset the challenges faced by small firms (Ye, 2018), and that the relationship between entrepreneurial orientation and firm performance can be influenced by factors like intellectual capital (Chaudhary et al., 2023). Additionally, the role of knowledge utilization in enhancing entrepreneurial orientation and firm internationalization has been highlighted (Wach et al., 2018).

Despite these insights, the full comprehension of the factors driving entrepreneurial behavior in small firms and the impact of the environment on entrepreneurship in these firms are areas that require further exploration (Dele-Ijagbulu et al., 2020). Furthermore, the relationship between knowledge-based theory, entrepreneurial orientation, stakeholder engagement, and firm performance is complex and requires a deep understanding to leverage knowledge effectively for financial gains (Hughes et al., 2021). The impact of organizational knowledge management on the competitive performance of entrepreneurial firms has been studied, showing that while entrepreneurial orientation can enhance performance, the addition of a knowledge creation process as a mediator can alter this relationship (Khakpour & Hasani, 2021).

Adel et al. (2020) suggest the need to integrate marketing and management research through the area of entrepreneurial marketing, especially in the context of SMEs and promising emerging markets. Additionally, Wach et al. (2018) underscore there is a research gap in understanding how entrepreneurial knowledge stimulates motivation, desires, and intentions. Moreover, Crick et al. (2021) suggest that performance from an entrepreneurial marketing perspective can vary due to the pursuit of opportunities across contexts, indicating the importance of unpacking the nature of the entrepreneurial marketing–performance relationship.

This study aims to fill gaps in understanding the relationship among entrepreneurial knowledge, motivation, desires, and intentions, with social and cultural contexts proposed as moderators of these relationships. The research provides a new perspective on the role of entrepreneurial knowledge in shaping entrepreneurial intentions, offering valuable insights for researchers and practitioners. It also contributes to theoretical understanding and practical insights for strategic decision-making in business.

LITERATURE REVIEW

Entrepreneurial Knowledge

Entrepreneurial knowledge encompasses the conceptual and analytical understanding of the multifaceted process of entrepreneurship, including the impact of prior knowledge on entrepreneurial alertness (Liao et al., 2022; Sobakinova et al., 2019). It influences perceived desirability, social norms, and self-efficacy, and is integral to the development of entrepreneurial alertness and mindset (Doan, 2022; Saadat et al., 2021). Moreover, entrepreneurial knowledge is linked to the development of entrepreneurial competence, innovative attitude, and skills (Wang et al., 2022). The ability of firms to create, store, transfer, and apply knowledge is crucial for entrepreneurial behavior, and team knowledge heterogeneity significantly affects entrepreneurial opportunity identification (Chaudhary et al., 2023; Huang et al., 2022). Additionally, entrepreneurial

knowledge is essential for recognizing new opportunities and is a key factor in entrepreneurial success (Ahadi & Kasraie, 2020). It is also emphasized that entrepreneurial knowledge contributes to value creation for entrepreneurial firms and the growth of industries, regions, and economies (Link & Sarala, 2019). Furthermore, the role of entrepreneurial knowledge in decision-making and its association with financial knowledge and skills have been highlighted (Tran et al., 2023). Overall, entrepreneurial knowledge plays a pivotal role in various aspects of entrepreneurship, from opportunity recognition to the development of entrepreneurial competence and success.

Scholars have emphasized the importance of identifying knowledge typologies that facilitate entrepreneurial behaviors and the learning processes that shape managerial attitudes toward risk (Secundo et al., 2017). Additionally, the role of the entrepreneur in deriving a competitive advantage and human capability constraints related to "entrepreneurial recognition" are included in the typology (Mary George et al., 2016). Furthermore, the distinction between tacit and codified knowledge has been applied to the field of entrepreneurial opportunities, contributing to the understanding of how family entrepreneurs recognize opportunities (Tegtmeier & Claßen, 2017). Moreover, the typology of entrepreneurial knowledge has been linked to the development of an integrative process towards entrepreneurship performance in entrepreneurial universities, highlighting individual, organizational, and institutional antecedents as key factors (Alfalih & Rasmoun, 2020). This typology also extends to entrepreneurship education, where it is linked to understanding key business knowledge and the process of entrepreneurship (Turner & Gianiodis, 2018). Additionally, a knowledge exchange typology has been utilized for activities related to commercial entrepreneurship, emphasizing the importance of knowledge transfer and exchange in entrepreneurial activities (Almeida et al., 2016). Furthermore, the typology has been instrumental in understanding the performance of new ventures, shedding light on how resource needs differ based on the orientation of ventures towards growth and innovation (Debrulle et al., 2023). The entrepreneurial attitudes have also contributed to the understanding of different types of real entrepreneurs and their knowledge about business management (Usai et al., 2018). Moreover, the mindset of environmental entrepreneurs has been examined from a habitus perspective, reflecting on diversity and focusing on the habitus that distinguishes environmental entrepreneurs from the rest of the population (Ousios & Kittler, 2017). Additionally, research on entrepreneurial competences has highlighted the knowledge and competences that allow an entrepreneur to conduct business, emphasizing the significance of knowledge in entrepreneurial endeavors (Matos et al., 2020). Furthermore, a typology of incubators based on human resource management has been proposed, classifying business incubators based on the type of knowledge required, including entrepreneurial, organizational, and technological knowledge (Bakkali et al., 2021). Finally, the roles of organizational learning, social networks, and corporate entrepreneurship in new ventures have been differentiated using an incremental-versus-radical typology, contributing to the understanding of corporate entrepreneurship and innovation (Chen et al., 2024).

Entrepreneurial Motivation

Entrepreneurial motivation is a multifaceted concept that encompasses various psychological, cognitive, and behavioral aspects, influencing individuals' attitudes and intentions towards entrepreneurship. It is the driving force within individuals that stimulates the start of entrepreneurship and influences their behavioral enthusiasm (Yang, 2022). Entrepreneurial motivation can be defined as the drive or psychological reason behind undertaking entrepreneurial activities (Hassan et al., 2021). Moreover, it is linked to the realization of self-worth and personal achievement, playing a significant role in entrepreneurial decision-making (Su et al., 2020). Furthermore, entrepreneurial motivation has been identified as a mediating variable in the relationship between entrepreneurial education and entrepreneurial intention, emphasizing its pivotal role in shaping individuals' aspirations to become entrepreneurs (Mónico et al., 2021). The relative contributions of various motivational factors to entrepreneurial intention are not

predetermined, highlighting the complexity of entrepreneurial motivation (To et al., 2021). Therefore, entrepreneurial motivation is an entrepreneur's intention to realize an enterprise's goals and vision and determines the direction and scale of corporate development (Wu & Mao, 2020).

The typology of entrepreneurial motivations encompasses various dimensions and classifications. Motivations can be categorized as opportunity-driven or necessity-driven, positive or negative, and intrinsic or extrinsic (Murnieks et al., 2020; Aguilera et al., 2018). Additionally, entrepreneurial motivations can be commercial or social, with some entrepreneurs being driven by a need for achievement or stimulation (Van der Zwan et al., 2016; Vuorio et al., 2017). Furthermore, the typology of entrepreneurial motivations extends beyond the dualistic necessity-driven and opportunity-driven categories, emphasizing the need for models that transcend these classifications (Nhemachena & Murimbika, 2018). Prosocial motivation, intrinsic and extrinsic motivation, and entrepreneurial passion are also proposed to play a role in the recognition and evaluation of entrepreneurial opportunities (Vuorio et al., 2017; Zhou et al., 2022). Overall, the typology of entrepreneurial motivations is complex and multifaceted, encompassing a wide range of factors that drive individuals to engage in entrepreneurial activities.

Perceived Entrepreneurial Desirability and Feasibility

Perceived entrepreneurial desirability and feasibility are crucial factors in shaping individuals' intentions to pursue entrepreneurship. Perceived desirability refers to the attractiveness and personal appeal of starting a business, encompassing both intrapersonal and extrapersonal effects (Ha et al., 2020). It is the degree of attractiveness an individual perceives in becoming an entrepreneur (Vuorio et al., 2017). On the other hand, perceived feasibility is the belief in one's capability to start a business, reflecting the individual's confidence in possessing the necessary skills and knowledge (Vuorio et al., 2017). Research has shown that individuals with lower levels of perceived desirability may still form entrepreneurial intentions if they believe they have sufficient feasibility (Tan et al., 2021). Moreover, it has been suggested that high perceived desirability or feasibility alone can lead to strong entrepreneurial intentions (Dabić et al., 2023). These findings underscore the significance of both perceived desirability and feasibility in influencing entrepreneurial intentions (Criaco et al., 2017). Additionally, recent meta-analyses have highlighted that perceived desirability and feasibility are the best predictors of entrepreneurial intention (Yatribi, 2016). Therefore, understanding and addressing both perceived desirability and feasibility are essential in fostering entrepreneurial intentions and actions.

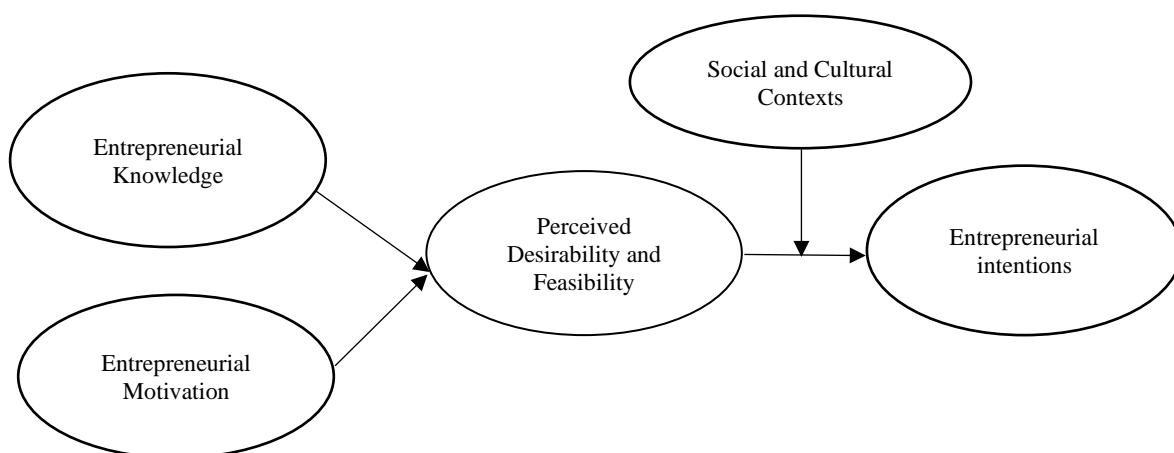
The typology of perceived entrepreneurial desirability encompasses the degree of attractiveness an individual perceives in becoming an entrepreneur, reflecting personal preferences for the entrepreneurial activity (Vuorio et al., 2017). This perception is influenced by the individual's attitude towards the act, subjective norms, and perceived behavioral control (Duong, 2021), as posited by the theory of planned behavior. Moreover, it is also noted that perceived desirability, along with perceived feasibility, plays a significant role in shaping entrepreneurial intentions (Saleh & Ibrahim, 2021). Furthermore, the literature suggests that perceived desirability, perceived feasibility, and the propensity to act explain a substantial portion of the variance in intentions towards entrepreneurship, with feasibility perceptions being particularly influential (Shah et al., 2020). However, it is important to acknowledge that the effectiveness of perceived desirability may vary across different contexts and cultural settings (Criaco et al., 2017). Overall, the typology of perceived entrepreneurial desirability is a multifaceted construct that encompasses personal preferences, attitudes, and social influences, all of which contribute to shaping individuals' intentions towards entrepreneurship.

Entrepreneurial intention

Entrepreneurial intention refers to an individual's willingness and sincerity to engage in entrepreneurial activities, such as starting a new business or becoming self-employed. This concept is often associated with the Theory of Planned Behavior (TPB), which emphasizes the role of intention as a key determinant of actual behavior. According to TPB, entrepreneurial intention reflects the effort that an individual is willing to exert to pursue entrepreneurial endeavors (Wu et al., 2021). Empirical studies have highlighted the mediating role of self-efficacy in shaping entrepreneurial intentions, indicating that individuals with higher confidence in their ability to perform entrepreneurial tasks are more likely to express intentions to start their own businesses (Wu et al., 2022). Additionally, the dimensions of entrepreneurial intention encompass various aspects, including attitudes toward entrepreneurship, perceived behavioral control, and gender differences, reflecting the multifaceted nature of this construct (Vamvaka et al., 2020). It is also noted that entrepreneurial intentions can be influenced by factors such as entrepreneurship education, environmental influences, and socio-cultural transitions, underscoring the complex interplay of internal and external determinants (Popescu et al., 2016; Rakićević et al., 2022; Badghish et al., 2022). Moreover, the interaction between feasibility and desirability plays a crucial role in shaping entrepreneurial intentions, as individuals are more likely to exhibit strong intentions when they perceive both feasibility and desirability to be above certain threshold values (Vuorio et al., 2017). Overall, entrepreneurial intention represents a critical precursor to entrepreneurial behavior, serving as a reliable predictor of individuals' actual engagement in entrepreneurial activities (Kiani et al., 2020).

The concept of entrepreneurial intention is multifaceted and influenced by various factors. It has been critiqued for its broad definition and lack of construct clarity, potentially confounding prior research results (Donaldson, 2019). Individuals may form entrepreneurial intentions driven by a strong desire to be their own boss, even if they lack the self-efficacy and necessary skills for successful entrepreneurial action (Hsu et al., 2019). Entrepreneurial orientation is highlighted as a crucial component influencing entrepreneurial intention, particularly in the context of forming business goals and growth targets (Mandongwe & Jaravaza, 2020). Additionally, the impact of personality traits on start-up preparation is emphasized, indicating that entrepreneurial intention is a significant predictor of start-up action (Zhuang et al., 2022). Therefore, a comprehensive taxonomy of entrepreneurial intention provide a holistic understanding of the factors shaping entrepreneurial inclination. The proposed conceptual framework in this study is depicted in Figure 1 below.

Figure 1. A proposed conceptual framework



RESEARCH METHODS

Content analysis is a research method used to analyze qualitative data, such as text, to identify the presence of certain words, themes, or concepts, allowing researchers to quantify and analyze their meanings and relationships. This method is widely applicable and has been used in various fields, including entrepreneurship research.

In entrepreneurship research, content analysis has been instrumental in exploring various aspects of entrepreneurial phenomena. For instance, Sordi et al. (2021) utilized content analysis to explore the unfavorable aspects of entrepreneurial action, while Wu et al. (2020) addressed the concept of "social entrepreneurship" using content analysis, focusing on its antecedents, mechanisms, and impacts. Cabeza-Ramírez et al. (2019) tracked research trends in entrepreneurship, showcasing its utility in observing the evolution of citations and identifying emerging themes. Additionally, Ratten and Tajeddini (2018) underscored its significance in understanding patterns and trends in women's entrepreneurship and internationalization. Content analysis is a valuable tool in entrepreneurship research, and we justify its use in our study to explore the highlighted constructs and research instruments in Table 1 below.

Table 1. Construct and Item in Entrepreneurship Research

Construct	Items
Entrepreneurial Knowledge	Psychological Traits:
	Knowledge of the business to be entered/pioneered
	Knowledge of roles and responsibilities
	Knowledge of business management and organization
	Managerial- Traits
	Ability to analyze market
	Ability to deal with uncertain conditions
	Knowledge of important resource factors
	Understand the main vision
	Building an innovative environment
	Building relationships with investors
Entrepreneurial Motivation	Passion:
	I am emotionally attached to my venture.
	I identify strongly with my business.
	I am deeply committed to my entrepreneurial activities.
	I feel a strong sense of ownership over my business.
	Self-efficacy:
	I believe I can successfully perform entrepreneurial tasks.
	I am confident in my ability to overcome challenges.
	I trust my judgment in making business decisions.
	I believe I have the skills and abilities to manage my business effectively.
	Autonomy:
	I value having control over my business decisions.
	I prefer to make my own decisions without interference.
	I believe that independence is essential for my entrepreneurial success.
	I feel that having autonomy over my business is crucial.
	Achievement:
I seek to attain personal and professional goals.	

	I strive to achieve recognition and rewards for my entrepreneurial efforts.
	I am driven to achieve success in my business.
	I believe that achieving my goals is essential for my personal satisfaction.
Perceived Entrepreneurial Desirability & Feasibility	Desirability:
	It is desirable for me to become an entrepreneur.
	It is interesting for me to become an entrepreneur.
	It is attractive for me to become an entrepreneur.
	A career as an entrepreneur is totally attractive to me.
	Feasibility:
	Starting a firm and keeping it from bankruptcy would be easy for me.
	I am ready to start a prospective business.
	I can control the creation process of a new firm.
	I know the necessary practical details to start a firm.
	I know how to develop an entrepreneurial object.
	I would have a high probability of succeeding.
Entrepreneurial Intention	I intend to start my own business in the next 5 years.
	I plan to take significant steps towards starting my own business in the next 12 months.
	I am committed to starting my own business in the near future.
	I am willing to take risks to start my own business.
	I am confident that I can successfully start and run my own business.
	I am likely to start my own business if the opportunity arises.
	I am prepared to make sacrifices to start my own business.
	I am committed to pursuing my entrepreneurial goals.

RESULTS AND DISCUSSION

The study relied on data from the Scopus database, renowned for its extensive coverage of scholarly publications (Baas et al., 2020). Scopus supports insights into entrepreneurial knowledge, motivation, perceived desirability, feasibility, and intention across various social and cultural contexts, highlighting the complexity of entrepreneurship (Dolhey, 2019).

Research by Khan et al. (2019) underscores the role of datasets like the Global Entrepreneurship Monitor (GEM) in understanding entrepreneurial behaviors, facilitating deeper exploration of factors influencing entrepreneurial intentions. Aksnes & Sivertsen (2019) emphasize Scopus's broad coverage in conducting robust analyses of entrepreneurship literature, ensuring comprehensive insights.

Additionally, systematic literature reviews, exemplified by Kansheba and Wald (2020) using Scopus, Web of Science, and Google Scholar, aid in developing coherent research agendas and advancing understanding in entrepreneurship. These reviews synthesize findings to identify trends and opportunities for further exploration.

Incorporating data from sources like Scopus enhances entrepreneurial research rigor and depth. It enables nuanced investigation into how entrepreneurial knowledge, motivation, and intention

interact across diverse cultural settings, fostering a comprehensive understanding of entrepreneurial dynamics and informing effective entrepreneurial strategies.

Motivation Drivers

Several studies have shed light on the relationship between knowledge, particularly entrepreneurial knowledge, and the stimulation of motivation among individuals engaged in entrepreneurial activities. For instance, Farani et al. (2017) highlight how entrepreneurial knowledge enhances individuals' intentions to start new ventures. Similarly, Passaro et al. (2018) emphasize the significant impact of entrepreneurship education on fostering intentions and developing human capital.

Moreover, Fauzi et al. (2021) suggest that knowledge sharing positively affects entrepreneurial behaviors, underlining its role in stimulating entrepreneurial activities. Additionally, Fan and Su (2021) explore how robust social networks mediate entrepreneurial opportunity recognition through knowledge of needs and technological insights.

Link and Sarala (2019) argue for the pivotal role of knowledge-based entrepreneurial firms in shaping university entrepreneurship ecosystems and creating economic value. They stress the importance of knowledge-sharing actions within organizations, including universities.

Various intrinsic and extrinsic motivations further drive entrepreneurial endeavors. Rametse et al. (2018) identify opportunity recognition, innovation, and proactiveness as essential entrepreneurial competencies. They emphasize how these factors influence individuals inclined towards autonomy and risk-taking, traits that often correlate with entrepreneurial pursuits (Arrighetti et al., 2016).

Research by Li et al. (2022) underscores how prior experiences and entrepreneurial alertness significantly impact opportunity identification, illustrating the diverse motivations underlying entrepreneurial activities.

Moreover, autonomy and initiative are intrinsically linked to resilience and performance among entrepreneurs (Al-Jubari et al., 2018). Understanding these dynamics across different demographic groups is crucial, as motivations like achievement striving and autonomy vary significantly (Hassan et al., 2020).

Kong and Choo (2022) emphasize the importance of examining individual-level factors, including achievement motivation and personality traits, to understand gender differences in entrepreneurial motivations. Values such as autonomy and independence form the bedrock of entrepreneurial pursuits, influencing individuals' decisions to pursue ventures (Kirkley, 2016; Ryff, 2019).

Failure experiences are also transformative in entrepreneurship, providing valuable lessons that contribute to personal growth and resilience (Lin et al., 2018). In summary, the intricate interplay of factors such as opportunity recognition, innovation, autonomy, and risk-taking underscores their profound influence on entrepreneurial motivations and actions.

Psychological Mechanisms

The psychological mechanisms driving entrepreneurial motivation have been a focal point for scholars, exploring how entrepreneurial knowledge influences motivation through economic and non-economic factors (Su et al., 2020). Tran et al. (2023) utilized a structural equation model to illustrate how entrepreneurial education and financial knowledge mediate motivational factors, underscoring the complex relationship between knowledge, motivation, and entrepreneurial intentions.

Furthermore, Fauzi et al. (2021) emphasized the need for internal motivation and psychological empowerment in entrepreneurial activities, highlighting their pivotal role in driving

motivation. Farani et al. (2017) and Meoli et al. (2020) both noted significant links between entrepreneurial knowledge, motivational factors, and intentions, indicating a nuanced interplay among these elements.

Studies also integrate broader psychological constructs into entrepreneurial motivation. Lanero et al. (2016) found that perceived desirability strongly influences entrepreneurial intentions, while Criaco et al. (2017) expanded on this by examining social comparison dynamics in intergenerational entrepreneurship.

Adebusuyi et al. (2021) extended these findings by integrating outcome expectations into the discussion, showing how anticipated consequences shape motivation for entrepreneurial ventures. Their work underscores the influence of self-efficacy and outcome expectations on entrepreneurial intentions.

The Theory of Planned Behavior, as applied by Liu et al. (2022) to university teachers in academic entrepreneurship, highlights the role of psychological capital in shaping entrepreneurial intentions. Santos and Liguori (2019), as well as Santos et al. (2019), further explore how entrepreneurial self-efficacy and subjective norms interact with outcome expectations, emphasizing the resourcefulness fostered through entrepreneurship education.

Moreover, addressing gender disparities in entrepreneurship, Merino and Duchemin (2022) emphasize the role of psychological entrepreneurial support in enhancing female entrepreneurial intentions. These studies collectively illustrate the multifaceted nature of psychological mechanisms influencing entrepreneurial motivation, providing insights into how education, empowerment, and social dynamics shape individuals' intentions to pursue entrepreneurial ventures.

Desire Formation and Shaping

Entrepreneurial knowledge has been highlighted as a critical factor influencing entrepreneurial intention (Doan, 2022), suggesting that understanding entrepreneurship increases individuals' inclination towards starting their own ventures (Rehman et al., 2023). This aligns with findings that show personal motivations, such as leveraging professional experience or responding to necessity, strongly drive entrepreneurial behavior (Hossinger et al., 2021).

Moreover, perceived desirability significantly shapes entrepreneurial intention, indicating that individuals are more likely to pursue entrepreneurship when they perceive it as an attractive career option (Ha et al., 2020). This perception is bolstered by beliefs in one's abilities and the allure of specific entrepreneurial paths (Sargani et al., 2021).

Individual characteristics like risk-taking propensity, creativity, and motivation for self-actualization further underscore how personal traits influence entrepreneurial desires (Loosemore & McCallum, 2021). Entrepreneurial education enriches entrepreneurial passion by equipping individuals with knowledge and skills crucial for creating a conducive entrepreneurial environment (Khan & Khan, 2022).

Institutional support structures and improvements in knowledge dissemination also play pivotal roles in fostering entrepreneurial aspirations and actions (Heydari et al., 2022). Additionally, original aspirations and exposure to entrepreneurial activities, particularly within family contexts, significantly influence entrepreneurial identity and decision-making (Liu, 2019; Gregori et al., 2021). Entrepreneurship education enhances entrepreneurial passion through improved self-efficacy and skills development (Arshad et al., 2018).

Furthermore, the influence of entrepreneurial family backgrounds on actual business creation highlights the complex interplay of familial influences and personal aspirations in entrepreneurial pursuits (Lee et al., 2021). The institutional environment also alters individuals' perceptions and opportunities related to entrepreneurship, acting as a substitute or complement to formal education in nurturing entrepreneurial knowledge and aspirations (Walter & Block, 2016).

In summary, these factors illustrate the multifaceted nature of entrepreneurial aspirations, underlining how personal motivations, education, familial influences, and institutional contexts collectively shape individuals' intentions and attitudes towards entrepreneurship.

Intentions and Goal-Setting Behaviors

The intention to engage in entrepreneurial activities is a critical precursor to the actuali 127 of entrepreneurial behaviors, capturing both the set goal or behavior and the individual's commitment to achieving it (Sheeran & Webb, 2016). In the context of entrepreneurship, intention is defined as a self-acknowledged conviction to set up a new business venture and consciously plan to do so in the future. This intention is significantly influenced by entrepreneurial knowledge, including self-efficacy, which plays a crucial role in developing these intentions and subsequent behaviors. The acquisition of entrepreneurial knowledge positively influences intentions to start a business through the mediating role of attitude and societal norms, thereby impacting entrepreneurial behavior (Essel et al., 2020). The stability of entrepreneurial intention as a construct highlights its role as a relatively stable cognitive element influencing subsequent entrepreneurial behaviors (Joensuu-Salo et al., 2020).

Both individual factors and external elements influence entrepreneurial intentions. Exogenous elements, such as environmental factors, significantly contribute to the germination of entrepreneurial intent in individuals (Hamal, 2019). Moreover, family involvement can shape the goals adopted by individuals, highlighting the importance of stakeholder theory in understanding the selection of entrepreneurial goals.

Transforming entrepreneurial intentions into actual behavior is a complex process. While intentions are a critical precursor to entrepreneurial behaviors, it is essential to consider the mediating role of self-efficacy, environmental support, and incentive motivational theories in translating intentions into actions (Tang et al., 2016). Additionally, factors such as the fear of failure and the presence of role models can influence the relationship between entrepreneurial intention and action (Kong et al., 2020).

Entrepreneurial knowledge significantly impacts individuals' intentions to start or grow a business and their goal-setting processes. Exposure to prior family business has been identified as an intergenerational influence on entrepreneurial intent, mediated through the individual's attitude towards business start-up, perceived family support, and entrepreneurial self-efficacy. This suggests that individuals exposed to family businesses are more likely to develop a positive attitude towards entrepreneurship and possess the confidence to pursue their entrepreneurial goals. Furthermore, entrepreneurial knowledge, representing education and exposure, strengthens an entrepreneur's beliefs and intentions to start a new business (Majid & Yasir, 2017).

Exposure to entrepreneurial activities not only influences participants to start their own businesses but also serves as a source of inspiration and learning, contributing to developing specific and realistic entrepreneurial goals (Brownson, 2016). Individuals with acquired entrepreneurial knowledge and skills are more likely to strive to start a business, indicating the influence of knowledge on the commitment to entrepreneurial goals (Okřęglicka et al., 2021).

Early exposure to entrepreneurship and experience in family business significantly impact an individual's attitude and entrepreneurial intention, emphasizing the long-term influence of such exposure on goal-setting processes. This suggests that exposure to entrepreneurship at a young age can shape individuals' attitudes and intentions towards starting or growing a business. Additionally, knowledge transfer within family businesses fosters confidence in the next generations to grow businesses started by the preceding generations, underscoring the role of knowledge transfer in shaping entrepreneurial commitment (Hasan et al., 2020).

In conclusion, individuals' exposure to entrepreneurial knowledge significantly shapes their intention to start or grow a business and their goal-setting processes, including the specificity, realism, and commitment of their entrepreneurial goals. This underscores the pivotal role of knowledge acquisition and exposure in shaping entrepreneurial aspirations and behaviors over time.

Social and Cultural Contexts

Social norms reflect deeply ingrained cultural values and expectations within a society, exerting a significant influence on entrepreneurial endeavors (Esfandiar et al., 2019). These norms not only shape how entrepreneurship is perceived but also affect the behaviors and decisions of potential entrepreneurs. For instance, disparities in the effects of outcome expectations and social entrepreneurial self-efficacy on emerging social entrepreneurial behavior highlight nuanced cultural influences (Ip et al., 2022). This suggests that cultural contexts play a pivotal role in shaping the likelihood and nature of entrepreneurial activities, influenced by factors like social creativity and parental entrepreneurial background (Zhang et al., 2022).

Acknowledging these cultural dimensions is crucial in assessing entrepreneurial intentions, as different cultural settings may require adapted measures to effectively understand and support entrepreneurial initiatives (Hockerts, 2017). Research consistently shows that cultural factors significantly mold entrepreneurial intent; for example, Sharma (2018) underscores the impact of culture and gender on entrepreneurial aspirations. Additionally, empirical evidence confirms that social capital, which is deeply embedded in cultural contexts, strongly influences entrepreneurial intention and behavior (Fernández et al., 2021).

The pivotal role of culture in entrepreneurship is widely recognized, with favorable cultural conditions being instrumental in fostering entrepreneurial aspirations (Kayed et al., 2022). Social and cultural influences permeate various aspects of entrepreneurial activity, including organizational structures, attitudes toward business, and personal beliefs, all of which collectively shape individual entrepreneurial behaviors (Parreira et al., 2018). Moreover, social and cultural norms act as guiding frameworks that influence entrepreneurial intention across different societal contexts, illustrating the broad-reaching impact of cultural factors on entrepreneurial activities (Cai et al., 2022).

Despite these insights, integrated studies exploring the joint impact of creativity, social capital, and other subjective psychological factors on entrepreneurial intention remain limited (Chu et al., 2020; Chia & Liang, 2016). Otache (2019) further supports the idea that culture plays a pivotal role in individuals' decisions to engage in entrepreneurial activities, underscoring the need for deeper exploration of how cultural values and norms influence entrepreneurial motivations. For instance, Gaire and Upadhyaya (2023) demonstrate that cultural values like openness and self-enhancement positively correlate with entrepreneurial intentions, mediated by attitudes towards entrepreneurship and social norms.

Societal norms also significantly shape entrepreneurial behaviors and aspirations (Heydari et al., 2022). Normative and cultural dimensions enhance the motivation and ability of entrepreneurs to seize opportunities, highlighting the influence of societal expectations on entrepreneurial activities. Conversely, unsupportive societal norms can deter individuals from pursuing entrepreneurial ventures (Ng and Clercq, 2021). Therefore, understanding these interrelated factors—societal norms, cultural values, and peer influences—is essential for comprehending individuals' motivational patterns and aspirations in entrepreneurship.

In conclusion, entrepreneurial knowledge and intentions are profoundly shaped by societal norms, cultural values, and peer influences. These factors collectively influence the dynamics of entrepreneurial ecosystems and play crucial roles in fostering entrepreneurial aspirations across diverse cultural settings.

CONCLUSIONS

First, extensive research on entrepreneurial motivation reveals that knowledge, particularly entrepreneurial knowledge, is a key driver of motivation in entrepreneurial pursuits. This synthesis emphasizes the significant impact of knowledge on various aspects of entrepreneurship, from opportunity identification to decision-making. The studies consistently demonstrate how knowledge influences entrepreneurial attitudes, intentions, and actions, highlighting its pivotal role. Furthermore, the interplay between knowledge and other motivational factors underscores the complexity of entrepreneurial motivations. Overall, this body of research underscores the intricate relationship between knowledge and motivation in entrepreneurship.

129

Second, this paper delves into the complex psychological mechanisms driving individuals towards entrepreneurship. It highlights how entrepreneurial knowledge serves as a powerful motivator, influencing aspirations for entrepreneurial ventures through economic and non-economic pathways. Education also plays a crucial role in shaping entrepreneurial intentions by imparting necessary skills and knowledge. Additionally, the paper emphasizes the intricate interplay of knowledge, motivation, and intentions, along with the significance of internal motivation, empowerment, and social learning. Ultimately, entrepreneurship is depicted as a multifaceted phenomenon shaped by psychological factors such as self-efficacy and perceived desirability. Understanding these mechanisms is vital for fostering entrepreneurial motivation through various interventions.

Third, this paper explores how entrepreneurial knowledge impacts individuals' inclination towards entrepreneurship. It highlights the intertwined perceptions of feasibility and desirability, emphasizing how greater knowledge enhances the desire for entrepreneurial pursuits. Additionally, personal motivations, like the desire to utilize professional expertise, significantly shape venture creation patterns. Exposure to various forms of knowledge, including entrepreneurial education and familial influences, also plays a crucial role in shaping entrepreneurial aspirations. Moreover, the institutional environment contributes to these aspirations by providing knowledge and inspiration. Overall, the paper underscores the multifaceted nature of entrepreneurial intentions, influenced by a range of factors, from personal motivations to external institutional arrangements.

Fourth, this paper emphasizes the critical role of entrepreneurial knowledge in shaping individuals' intentions and behaviors in entrepreneurship. The theory of planned behavior highlights the complex interplay of personal, environmental, and social factors in this process. Entrepreneurial knowledge, including self-efficacy and exposure to family businesses, is a key determinant of entrepreneurial intentions and goal-setting. Additionally, external elements like family influence and early exposure to entrepreneurship significantly impact attitudes and intentions towards starting or growing a business. Overall, the acquisition and exposure to entrepreneurial knowledge are vital for fostering intentionality towards entrepreneurship and formulating specific, realistic, and committed entrepreneurial goals.

Fifth, this paper emphasizes the intricate link between social and cultural factors and entrepreneurial intentions. It is clear that societal norms, cultural values, and peer influences shape individuals' motivational patterns and aspirations for entrepreneurship. Culture emerges as a fundamental determinant of entrepreneurial intent, consistently shown to have a pervasive influence on entrepreneurial behaviors. From social structures to attitudes towards business, cultural dimensions deeply affect individuals' attitudes and behaviors in the entrepreneurial realm. Additionally, the impact of peer interactions and societal norms on entrepreneurial inclinations is highlighted, with peer socialization and cultural values within peer groups significantly shaping individuals' aspirations. Furthermore, the significance of cross-cultural variations in entrepreneurial motivations is emphasized, as cultural differences impact not only individuals' decisions to pursue entrepreneurship but also their intentions and behaviors in this domain. Ultimately, understanding

the complexity of social and cultural contexts is crucial for fostering entrepreneurship across diverse societal settings.

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