MARKETING-ORIENTED ENTREPRENEURIAL SELF EFFICACY, SELF-CONSTRUAL AND ENTREPRENEURIAL INTENTION IN A COLLECTIVIST ECONOMY

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ABSTRACT

Researchers have different views on the relationships between social norms, cultural context and entrepreneurial intention. Krueger and Kickul (2006) argued that the notion that social norms are supportive of entrepreneurial activity is culturally dependent. Liñán and Chen (2009) point out that cultural context, not social norms, should be reflected as a proxy in the entrepreneurial cognitive model. To advanced the body of knowledge on entrepreneurial cognitive model, researchers (Elfvig et al., 2009) advocate to extend the research samples to non-American populations. This study examines the impacts of individualism-collectivism orientation on the cognitive model of entrepreneurial intention in a collectivist environment (i.e., Taiwan). Using a sample of 249 MBA students from Taiwan, this study also investigates the moderating effect of self-construal on the relationships between perceptual factors, specifically marketing-oriented entrepreneurial self-efficacy, and entrepreneurial intention.

Entrepreneurial intention is significantly influenced not only by perceived social norms, but also three marketing-oriented entrepreneurial self-efficacy subfactors, namely developing new product & market opportunities, initiating investor relationship, and coping with unexpected challenges. This study sheds lights on the interplay of entrepreneurial self-efficacy. While Chinese people with strong entrepreneurial self-efficacy on developing new product and market opportunities are positively driven by independent self-construal of being unique and expressing the self, they are negatively driven by the interdependent self-construal of intertwining with family, in forming intention of creating their own venture. Also, Chinese people with entrepreneurial self-efficacy on initiating investor relationships are negatively driven by the interdependent self-construal of proper role and action. This study shows what and how interdependent and independent self-construals moderate the relationship between self perceptual factors and entrepreneurial intention in a Chinese context. Future research is suggested to incorporate other cultural orientations, for example uncertainty avoidance or long term orientation into the theoretical framework of the cognitive model.

References available upon request