JEMSI: Jurnal Ekonomi Manajemen Sistem Informasi
E-ISSN: 2686-5238
P-ISSN: 2686-4916
https://dinastirev.org/JEMSI dinasti.info@gmail.com +62 811 7404 455
DOI: https://doi.org/10.38035/jemsi.v8i2
https://creativecommons.org/licenses/by/4.0/
Received: 10 November 2026 | **Revised:** 11 November 2026 | **Accepted:** 22 November 2026

Subjective Norms and Entrepreneurial Intention Among Generation Z in the Education-to-Work Transition: A Theory of Planned Behavior Approach

Stefanus Budi Widjaja Subali[1], Andhy Setyawan[2], Grace Felicia Djayapranata[3]
[1]Universitas Surabaya, Surabaya, Indonesia, Budysubali@staff.ubaya.ac.id
[2]Universitas Surabaya, Surabaya, Indonesia, andhysetyawan@staff.ubaya.ac.id
[3]Universitas Surabaya, Surabaya, Indonesia, gracedj@staff.ubaya.ac.id

Corresponding Author: Budysubali@staff.ubaya.ac.id[1]

Abstract: The transition from education to work has made entrepreneurship an alternative career path for Generation Z, yet evidence on what drives their entrepreneurial intention remains inconsistent. Studies on Generation Z in Indonesia reach opposite conclusions on whether subjective norms contribute directly to entrepreneurial intention once attitude and perceived behavioral control are considered. This study examines the effects of attitude toward entrepreneurship, subjective norms, and perceived behavioral control on entrepreneurial intention among Generation Z in Indonesia during the transition from education to work. A survey was conducted with 316 university students selected through purposive sampling, and the data were analyzed using structural equation modeling. The results show that all three antecedents have positive and significant effects on entrepreneurial intention, with subjective norms emerging as the strongest predictor. The novelty of this study lies in showing that, among individuals who consider entrepreneurship out of necessity, subjective norms retain an independent contribution that is not absorbed by attitude and perceived behavioral control, indicating that entrepreneurial intention in this group is socially embedded.

Keyword: Entrepreneurial Intention, Subjective Norms, Theory of Planned Behavior, Generation Z, Necessity Entrepreneurship.

INTRODUCTION

The transition from education to the world of work has become an important issue for young people, in line with changing economic conditions and increasingly diverse skill demands. In Indonesia, the experience of recent graduates during the pandemic shows that obtaining a job that matches one's expectations is not a simple process. Isbah et al. (2023) found that recent graduates had difficulty obtaining their desired jobs and adapted by upgrading their skills and developing social networks. This finding indicates that the transition into the world of work needs to be understood by considering both individual competencies and the social resources available to them.

In addition to social networks, the fit between graduates' skills and employers' needs also deserves attention. Tushar and Sooraksa (2023) identified a gap between graduates' skills and employers' expectations, and positioned adaptability, problem solving, communication, and teamwork as frequently required skills. In the creative industries, Dooley et al. (2024) likewise found gaps in digital skills, creativity, and problem solving. Despite their different scopes, both studies show that readiness to enter the workforce requires alignment between graduates' competencies and the skills required on the job.

Under these conditions, entrepreneurship can be viewed as an alternative career path for Generation Z. However, limited job options do not automatically make starting a business an easy choice to pursue. Naiki and Ogane (2022) showed that necessity-based entrepreneurs are more vulnerable to funding difficulties than opportunity-oriented entrepreneurs, although industry experience can reduce this vulnerability. In other words, the need to earn an income is not always accompanied by the resources required to run a business. Therefore, entrepreneurial intention needs to be examined through how individuals evaluate the attractiveness of entrepreneurship, perceive the approval of their social environment, and assess the control they have over starting a business.

The Theory of Planned Behavior (TPB) has been widely used as a framework to examine these considerations through three antecedents, namely attitude toward entrepreneurship, subjective norms, and perceived behavioral control (PBC). These antecedents represent an individual's evaluation of the attractiveness of starting a business, perception of approval from significant others, and assessment of their ability and control to establish a business. A systematic review by Maheshwari et al. (2023) identified TPB and cognitive factors as the dominant approaches in research on students' entrepreneurial intention.

Nevertheless, the contribution of each antecedent varies across contexts. Pham et al. (2023) found that among master's students in Vietnam, the direct effect of subjective norms on entrepreneurial intention was not significant, and the relationship was fully mediated by entrepreneurial self-efficacy and attitude. In contrast, Tewari (2026) found that among commerce students in India, subjective norms positively affected self-efficacy and entrepreneurial intention. Anderson (2023) also highlighted inconsistent findings on the relationship between subjective norms and entrepreneurial intention. By testing mediation separately, that study found that attitude fully mediated the relationship, whereas PBC mediated it partially. Unlike subjective norms, the relationship between PBC and entrepreneurial intention was found to be positive and significant among university students in Ethiopia (Aga, 2023) and Indonesia (Hasmidyani et al., 2022). Taken together, these findings provide a basis for further examining the direct contribution of subjective norms to entrepreneurial intention, particularly when attitude and PBC are considered simultaneously.

A similar inconsistency appears in research on Generation Z in Indonesia. Hasmidyani et al. (2022), with a sample of 211 university students, found that attitude and PBC directly affected entrepreneurial intention, whereas subjective norms had no direct effect and were related to intention through attitude and PBC. Conversely, Mustari et al. (2024), with a sample of 713 Generation Z respondents, found that all three antecedents were positively and significantly related to entrepreneurial intention. These two studies, both targeting Generation Z in Indonesia, reached opposite conclusions regarding the direct contribution of subjective norms. The difference may be related to sample characteristics, measurement, or model specification, but the most influential factor cannot yet be determined.

Based on this inconsistency, this study aims to examine whether subjective norms have a direct relationship with entrepreneurial intention among Generation Z in Indonesia who are in the transition from education to the world of work. This relationship is tested while attitude toward entrepreneurship and PBC are estimated simultaneously in the same model. This focus rests on two considerations. First, empirical evidence on Generation Z in Indonesia still yields opposite conclusions regarding the direct contribution of subjective norms (Hasmidyani et al.,

2022; Mustari et al., 2024). Second, neither study specifically targeted individuals in the transition stage, even though this stage has its own theoretical relevance. Individuals without business experience are presumed to rely more on social referents in forming their intentions. Therefore, the role of subjective norms in this group cannot necessarily be generalized from findings on general student samples.

Theoretically, this study contributes to clarifying the position of subjective norms within the TPB framework at the early stage of career decision-making. The question is whether subjective norms act as an independent antecedent or whether their contribution has already been captured by attitude and PBC. Practically, the findings can serve as a basis for higher education institutions and entrepreneurship program providers in designing interventions. The findings can help determine whether mentoring programs need to involve the social environment of prospective entrepreneurs directly, or whether they can focus on strengthening attitudes and perceptions of ability and control to start a business.

Based on the description above, the research questions of this study are formulated as follows:

1. Does attitude toward entrepreneurship affect entrepreneurial intention among Generation Z in the education-to-work transition?
2. Do subjective norms directly affect entrepreneurial intention when attitude and PBC are estimated simultaneously?
3. Does perceived behavioral control affect entrepreneurial intention?

TPB is a widely recognized framework for understanding how psychological and social factors influence behavioral intentions, including those related to entrepreneurship. Within the TPB model, intention serves as the primary predictor of actual behavior and is shaped by three key constructs: attitude toward the behavior, subjective norms, and perceived behavioral control. Together, these constructs determine an individual's intention to start a new business (Ajzen, 1991; Fishbein Ajzen &, 1975). Recent literature has extended the TPB model and tested it in various entrepreneurial contexts, such as e-entrepreneurial intention, the impact of entrepreneurship education, and the influence of social and technological support. For instance, Al Halbusi et al. (2023) applied TPB to predict e-entrepreneurial intention and found that attitude, subjective norms, and perceived behavioral control significantly affect digital entrepreneurial intention. Moreover, social media use and social support emerged as moderating variables that strengthen this relationship. The study involved 510 participants and was analyzed using Structural Equation Modeling (SEM) with Partial Least Squares.

Attitude toward entrepreneurship refers to an individual's favorable or unfavorable evaluation of starting a business. This evaluation reflects beliefs about the anticipated outcomes of entrepreneurship and the value attached to those outcomes. Individuals who perceive starting a business as attractive and beneficial are therefore expected to develop stronger entrepreneurial intentions (Wu & Tian, 2022). In this sense, a favorable attitude provides a motivational basis for considering entrepreneurship as a career choice. Empirical evidence supports this relationship. Su et al. (2021) found that attitude toward entrepreneurship positively and significantly influenced entrepreneurial intention among university students in China within a model integrating perceived university support and the theory of planned behavior. Similarly, Wu and Tian (2022) reported a positive and significant relationship between entrepreneurial attitude and entrepreneurial intention among vocational college students in China. These findings suggest that individuals who evaluate starting a business more favorably tend to express stronger intentions to become entrepreneurs. Therefore, the following hypothesis is proposed:

H1: Attitude toward entrepreneurship (ATT) has a positive effect on entrepreneurial intention (EI).

Subjective norms refer to individuals' perceptions of whether important others approve of their decision to engage in a particular behavior. In entrepreneurship, these perceptions concern the views of family members, friends, and other significant people regarding the

decision to start a business (Lihua, 2022). Perceived approval from these reference groups may encourage individuals to consider entrepreneurship as a socially accepted career choice and strengthen their intention to pursue it. Empirical evidence supports this relationship. Lihua (2022) found that subjective norms had a positive and significant relationship with entrepreneurial intention among college students in China. Similarly, Shahriar et al. (2024) reported a positive relationship between subjective norms and entrepreneurial intention among university students in Bangladesh. These findings provide a basis for expecting individuals who perceive greater approval from important others to develop stronger entrepreneurial intentions. Therefore, the following hypothesis is proposed:
H2: Subjective norms (SN) have a positive effect on entrepreneurial intention (EI).

Perceived behavioral control refers to individuals' perceptions of the ease or difficulty of performing a particular behavior. Within the theory of planned behavior, this perception reflects beliefs about the resources, opportunities, and potential obstacles associated with performing that behavior (Ajzen, 1991). In the entrepreneurial context, PBC concerns individuals' perceived capability and control over starting a business. Individuals who perceive business creation as feasible and within their control are expected to develop stronger entrepreneurial intentions. Empirical evidence supports this relationship. Aga (2023) found that PBC positively and significantly predicted entrepreneurial intentions among university students in Ethiopia. Similarly, Anderson (2023) found a positive and significant relationship between PBC and entrepreneurial intention when attitude and subjective norms were included in the same model. These findings provide a basis for expecting individuals with stronger perceived control over starting a business to report stronger entrepreneurial intentions. Therefore, the following hypothesis is proposed:
H3: Perceived behavioral control (PBC) has a positive effect on entrepreneurial intention (EI).

METHOD

This study used a survey method with a questionnaire. The research instrument was measured using a five-point Likert scale. The sampling technique used was purposive sampling, which is the selection of respondents based on certain criteria relevant to the research objectives. The criteria for respondents in this study included: a) active students; b) students who had participated in entrepreneurship training; and c) students who were motivated to become entrepreneurs due to urgent circumstances.

Before the questionnaire was distributed widely, this study first conducted a pilot study to evaluate the validity and reliability of the instrument, as well as to refine the questions so that they were easy for respondents to understand. The attitude toward entrepreneurship (ATT) items were adapted from Liñán and Chen (2009), perceived behavioral control (PBC) items were adapted from Gallegos et al. (2024), and subjective norm (SN) items were adapted from Hieu et al. (2021) and Sampene et al. (2022). All the data were using 5 point likert scale.

The number of respondents in this study was 316 students. Based on age characteristics, the respondents were dominated by students aged 18–22 years (77.4%), followed by those aged 23–27 years (21.7%), 28–32 years (3%), and 33–38 years (3%). Based on gender, the respondents consisted of 84.8% women and 15.2% men (see Table 1).

Table 1. Respondent Profile

Characteristic	Total	Percentage
Gender		
Men	51	15.2%
Women	285	84.8%
Age		
18–22	261	77.4%
23–27	73	21.7%
28–32	1	3%
33–38	1	3%
Semester		
1–2	15	4.5%
3–4	24	7.1%
5–6	35	10.4%
7–8	174	49.1%
9–10	74	51.6%
>10	13	3.9%
University Type		
State	205	45.5%
Private	131	54.5%

Source: Data Processed, 2026

RESULTS AND DISCUSSION

Results

Measurement Model

Validity testing was performed by assessing both content and construct validity through standard loading values and Average Variance Extracted (AVE) values. The reliability testing was conducted by measuring internal consistency using Composite Reliability (CR). The standard criterion for standard loading values is greater than 0.5, while CR should be greater than 0.7. This assessment satisfied the requirements for validity and reliability (see Table 2). Regarding the Goodness of Fit (GOF) of the Confirmatory Factor Analysis (CFA) model used, the results are as follows: CMIN/DF = 2.648, RMSEA = 0.070, GFI = 0.903, CFI = 0.903, and TLI = 0.883.

Table 2. Validity and Reliability Results

Construct	Item	Std. Loading	AVE	CR
ATT	ATT2	0.53	0.50	0.86
	ATT4	0.53		
	ATT5	0.69		
SN	SN1	0.73	0.85	0.85
	SN2	0.77		
	SN3	0.76		
	SN4	0.64		
	SN5	0.68		
	SN6	0.63		
PBC	PBC2	0.84	0.52	0.67
	PBC3	0.56		

Source: Data Processed, 2026

Structural Model and Hypothesis Testing

In hypothesis testing (see Table 3), the goodness of fit (GOF) is as follows: CMIN/DF = 2.532; RMSEA = 0.075; GFI = 0.912; CFI = 0.923; and TLI = 0.903. The results of the testing are illustrated in Figure 1.

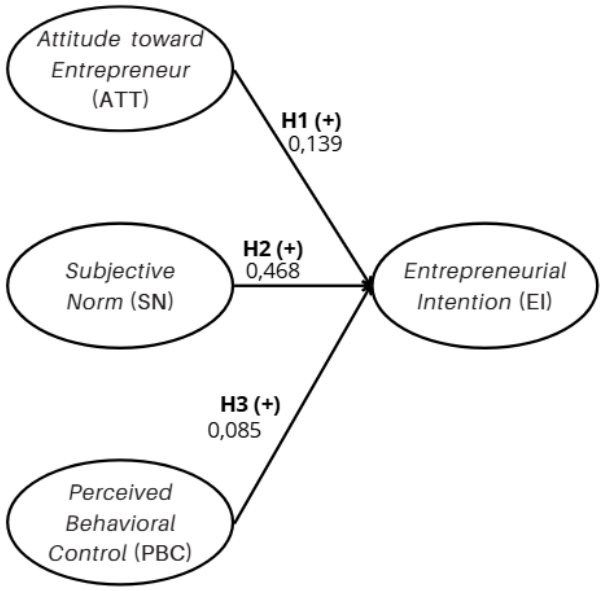
Table 3. Hypothesis Testing Results

Hypothesis	Path	Standardized Estimate	C.R.	P-Value	Information
H1	ATT → EI	0.139	2.017	0.044	Supported
H2	SN → EI	0.468	5.830	***	Supported
H3	PBC → EI	0.085	3.909	***	Supported

Note: ATT = Attitude toward Entrepreneurship; SN = Subjective Norm; PBC = Perceived Behavioral Control; EI = Entrepreneurial Intention; *** $p \leq 0.001$.

Source: Data Processed, 2026

The table indicates that H1 is supported by a critical ratio (C.R.) of 2.017 and a p-value of 0.044, suggesting that attitude has a positive effect on entrepreneurial intention. Additionally, the relationship between subjective norm and entrepreneurial intention demonstrates a strong positive correlation, with a C.R. of 5.830 and a p-value of ≤ 0.001, thus supporting H2. Furthermore, the relationship between perceived behavioral control (PBC) and entrepreneurial intention also shows a positive effect, evidenced by a C.R. of 3.909 and a p-value of ≤ 0.001, thus supporting H3.



Note: ATT = attitude toward entrepreneurship; SN = subjective norm; PBC = perceived behavioral control; EI = entrepreneurial intention. *** $p \leq 0.001$.

Figure 1. Research Results

Discussion

The results of hypothesis testing indicate that attitude toward entrepreneurship (ATT), subjective norms (SN), and perceived behavioral control (PBC) significantly influence entrepreneurial intention (EI), although the effects vary in magnitude. These findings support the Theory of Planned Behavior (TPB), which asserts that individual intention is determined by attitude, subjective norms, and perceived behavioral control (Ajzen, 1991).

1. The Effect of Attitude toward Entrepreneurship on Entrepreneurial Intention

The results demonstrate that ATT has a positive and significant effect on EI (Estimate = 0.139; C.R. = 2.017; p = 0.044). This shows that entrepreneurial intention is influenced by individuals' evaluations of entrepreneurship. This finding aligns with the study by González et al. (2025), which indicates that students with positive attitudes are more likely to develop entrepreneurial intentions. It highlights the critical role of both affective and cognitive factors in shaping entrepreneurial intentions.

However, the findings also reveal that the impact of ATT is relatively smaller compared to the other variables. This suggests that in the context of necessity-based entrepreneurship, the entrepreneurial intentions of Generation Z are not solely driven by attitudes toward entrepreneurship. Factors such as limited employment opportunities and immediate economic pressures compel individuals to make quick decisions to become entrepreneurs. Therefore, situational pressures often lead Generation Z to view entrepreneurship not as a desirable career choice, but rather as a necessary path they must take.

2. The Effect of Subjective Norms on Entrepreneurial Intention

A notable finding from this study is that subjective norms (SN) emerge as the strongest predictor of entrepreneurial intention (Estimate = 0.468; C.R. = 5.830; $p \leq 0.001$). This underscores the significant influence of social expectations in necessity-driven entrepreneurship. The results support the notion that when individuals pursue entrepreneurship out of necessity, the encouragement and perceived expectations from family, peers, and their broader environment become crucial considerations. This stands in contrast to opportunity-driven entrepreneurship, where individuals are more likely to rely on personal attitudes. Those motivated by necessity often seek social validation to justify and sustain their career choices. In this context, social norms act as both external pressures and sources of emotional support, legitimizing entrepreneurship as an acceptable and even expected response to economic challenges.

In contemporary contexts where Generation Z enjoys extensive access to career-related information, subjective norms function not only as informational cues but also as vital sources of reassurance, collective support, and moral encouragement. This becomes especially significant in light of the high levels of uncertainty and vulnerability associated with necessity-driven entrepreneurship. The prominence of subjective norms suggests that entrepreneurial intentions among necessity-driven members of Generation Z are socially embedded rather than purely individualistic, shaped by shared expectations concerning responsibility, resilience, and economic contribution.

3. The Effect of Perceived Behavioral Control on Entrepreneurial Intention

Perceived behavioral control (PBC) has a positive and significant effect on entrepreneurial intention (EI), with an estimate of 0.085, a critical ratio (C.R.) of 3.909, and a p-value of less than 0.001. This finding suggests that individuals' perceptions of controllable factors such as their abilities, skills, and control over available resources enhance their entrepreneurial intention. Self-efficacy tends to rise when individuals believe they can effectively manage business risks, challenges, and uncertainties. This aligns with the study by Martínez-Cañas et al. (2023), which indicates that heightened risk perception negatively mediates the relationship between PBC and EI, particularly in necessity-driven entrepreneurship, where push factors such as limited job opportunities and urgent economic needs are prevalent. Thus, although Generation Z may embark on entrepreneurial ventures out of necessity, their ability to handle challenges and exercise control over resources is crucial for maximizing their potential for survival and economic independence. These findings illustrate that social expectations and survival motives reshape the Theory of Planned Behavior (TPB) framework in the context of necessity-driven entrepreneurship. While attitudes and perceived behavioral control continue to hold significance, subjective norms emerge as a crucial factor motivating individuals to pursue entrepreneurship as a means of economic survival.

CONCLUSION AND SUGGESTIONS

Conclusion

This study concludes that, among Generation Z in Indonesia who are in the transition from education to work, attitude toward entrepreneurship, subjective norms, and perceived behavioral control each have a positive and significant effect on entrepreneurial intention when estimated simultaneously. Regarding the central question of this study, subjective norms retain

a direct contribution to entrepreneurial intention and emerge as its strongest predictor, indicating that their role is not fully captured by attitude and perceived behavioral control. These findings support the Theory of Planned Behavior while showing that, in necessity-driven contexts, the social component of the model carries greater weight than individual evaluations of entrepreneurship.

Limitations

This study has several limitations. First, the use of purposive sampling and a cross-sectional design limits the generalizability of the findings and the ability to draw causal conclusions. Second, the sample was dominated by female respondents, which may affect the distribution of responses. Third, the model only examines the three TPB antecedents and measures intention rather than actual entrepreneurial behavior. Therefore, the results should be interpreted within the scope of this study.

Suggestions

The practical implications of this study indicate that enhancing entrepreneurial intentions among necessity-driven members of Generation Z requires interventions that extend beyond the development of individual capabilities. Creating supportive social environments, including family encouragement, peer networks, mentoring systems, and community-based entrepreneurial ecosystems, is essential for legitimizing entrepreneurship and sustaining motivation.

Moreover, entrepreneurship education aimed at necessity-driven individuals should embrace a realistic and contextualized framework, presenting entrepreneurship as a feasible route to economic independence rather than merely portraying it as an idealized or opportunity-driven career. There should be a stronger focus on practical skill development such as basic management, digital marketing, and financial literacy, along with hands-on mentoring and access to entrepreneurial networks. From a policy perspective, it is essential to prioritize early-stage support and business sustainability, rather than concentrating solely on innovation-driven incubation. By providing concrete assistance, community-based support structures, and training programs focused on survival, the ability of Generation Z entrepreneurs to thrive and grow in challenging circumstances can be significantly enhanced. Future research is encouraged to add variable mediator eg. fear of failure, adopt a longitudinal design that follows respondents into actual business start-up, and compare necessity-driven and opportunity-driven groups.

AI Disclosure Statement

Choose one. If AI was used: During the preparation of this manuscript, the authors used Grammarly for language editing. The authors reviewed and edited the content thoroughly and take full responsibility for the content of this publication. If AI was not used: The authors declare that this manuscript was prepared, researched, written, and edited independently without the use of artificial intelligence (AI) technologies or techniques.

REFERENCES

Aga, M. K. (2023). The mediating role of perceived behavioral control in the relationship between entrepreneurship education and entrepreneurial intentions of university students in Ethiopia. *Journal of Innovation and Entrepreneurship, 12*, Article 32. https://doi.org/10.1186/s13731-023-00297-w

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Al Halbusi, H., Soto-Acosta, P., & Popa, S. (2023). Analysing e-entrepreneurial intention from the theory of planned behaviour: The role of social media use and perceived social

support. *International Entrepreneurship and Management Journal, 19*(4), 1611–1642. https://doi.org/10.1007/s11365-023-00866-1

Anderson, J. R. (2023). The role of subjective norms in developing entrepreneurial intentions in university students. *Journal of Strategy and Management, 16*(4), 643–653. https://doi.org/10.1108/JSMA-10-2022-0190

Dooley, K., Peng, F., Neville, S., & McKibbin, J. (2024). Mind the gap: A scoping review of skills gaps for graduates in the creative industries. *Arts and Humanities in Higher Education, 23*(4), 330–349. https://doi.org/10.1177/14740222241276166

Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Addison-Wesley.

Gallegos, A., Valencia-Arias, A., Aliaga Bravo, V. D. C., Teodori de la Puente, R., Valencia, J., Uribe-Bedoya, H., Briceño Huerta, V., Vega-Mori, L., & Rodriguez-Correa, P. (2024). Factors that determine the entrepreneurial intention of university students: A gender perspective in the context of an emerging economy. *Cogent Social Sciences, 10*(1), Article 2301812. https://doi.org/10.1080/23311886.2024.2301812

Hasmidyani, D., Mardetini, E., & Amrina, D. E. (2022). Generasi Z dan kewirausahaan: Mengukur intensi berwirausaha berbasis theory of planned behavior. *Jurnal Ekonomi Pendidikan dan Kewirausahaan, 10*(1), 19–30. https://doi.org/10.26740/jepk.v10n1.p19-30

Hieu, L. Q., Van, V. H., & Doanh, N. K. (2021). Why do micro-businesses hesitate to "grow up"? *Asia-Pacific Journal of Business Administration, 13*(3), 409–432. https://doi.org/10.1108/APJBA-02-2021-0049

Isbah, M. F. (2023). Indonesia's recent university graduates amidst the COVID-19 pandemic: Employability and resilience. *Journal of Asian Sociology, 52*(2), 109-134. https://doi.org/10.21588/DNS.2023.52.2.001

Lihua, D. (2022). An extended model of the theory of planned behavior: An empirical study of entrepreneurial intention and entrepreneurial behavior in college students. *Frontiers in Psychology, 12*, Article 627818. https://doi.org/10.3389/fpsyg.2022.627818

Liñán, F., & Chen, Y.-W. (2009). Development and cross-cultural application of a specific instrument to measure entrepreneurial intentions. *Entrepreneurship Theory and Practice, 33*(3), 593–617. https://doi.org/10.1111/j.1540-6520.2009.00318.x

Maheshwari, G., Kha, K. L., & Arokiasamy, A. R. A. (2023). Factors affecting students' entrepreneurial intentions: A systematic review (2005–2022) for future directions in theory and practice. *Management Review Quarterly, 73*(4), 1903–1970. https://doi.org/10.1007/s11301-022-00289-2

Martínez-Cañas, R., Ruiz-Palomino, P., Jiménez-Moreno, J. J., & Linuesa-Langreo, J. (2023). Push versus pull motivations in entrepreneurial intention: The mediating effect of perceived risk and opportunity recognition. *European Research on Management and Business Economics, 29*(2), Article 100214. https://doi.org/10.1016/j.iedeen.2023.100214

Mustari, M., Ramadhani, F. A., Hasan, M., Inanna, I., & Supatminingsih, T. (2024). Understanding Generation Z's entrepreneurial intention and behavior: Evidence from Indonesia. *Jurnal Ekonomi Bisnis dan Kewirausahaan, 13*(1), 125–147. https://doi.org/10.26418/jebik.v13i1.75473

Naiki, E., & Ogane, Y. (2022). Human capital effects on fundraising for necessity- and opportunity-based entrepreneurs. *Small Business Economics, 59*(2), 721–741. https://doi.org/10.1007/s11187-021-00596-0

Pham, V. H., Nguyen, T. K. C., Nguyen, T. B. L., Tran, T. T. T., & Nguyen, T. V. N. (2023). Subjective norms and entrepreneurial intention: A moderated-serial mediation model. *Journal of Entrepreneurship, Management and Innovation, 19*(1), 113–140. https://doi.org/10.7341/20231914

Sampene, K., Li, C., Khan, A., Agyeman, F. O., & Opoku, R. K. (2022). Yes! I want to be an entrepreneur: a study on university students' entrepreneurship intentions through the theory of planned behavior. *Current Psychology, 42(25), 21578–21596.* https://doi.org/10.1007/s12144-022-03161-4

Shahriar, M. S., Hassan, M. S., Islam, M. A., Sobhani, F. A., & Islam, M. T. (2024). Entrepreneurial intention among university students of a developing economy: The mediating role of access to finance and entrepreneurship program. *Cogent Business & Management, 11*(1), Article 2322021. https://doi.org/10.1080/23311975.2024.2322021

Silesky-Gonzalez, E., Lezcano-Calderon, Y., & Mora-Cruz, A. (2025). Effects of education for entrepreneurship and entrepreneurial intention in university students. *International Entrepreneurship and Management Journal, 21*, Article 26. https://doi.org/10.1007/s11365-024-01039-4

Su, Y., Zhu, Z., Chen, J., Jin, Y., Wang, T., Lin, C.-L., & Xu, D. (2021). Factors influencing entrepreneurial intention of university students in China: Integrating the perceived university support and theory of planned behavior. *Sustainability, 13*(8), Article 4519. https://doi.org/10.3390/su13084519

Tewari, A. (2026). Fostering entrepreneurial intent: How entrepreneurial education moderates the subjective norms–intention relationship through self-efficacy. *Journal of Innovation and Entrepreneurship, 15*, Article 24. https://doi.org/10.1186/s13731-026-00625-w

Tushar, H., & Sooraksa, N. (2023). Global employability skills in the 21st century workplace: A semi-systematic literature review. *Heliyon, 9*(11), Article e21023. https://doi.org/10.1016/j.heliyon.2023.e21023

Wu, X., & Tian, Y. (2022). Predictors of entrepreneurship intention among students in vocational colleges: A structural equation modeling approach. *Frontiers in Psychology, 12*, Article 797790. https://doi.org/10.3389/fpsyg.2021.797790