COUNTRY-SPECIFIC DETERMINANTS OF ENTREPRENEURIAL INTENT: A CROSS-COUNTRY COMPARISON (INTERACTIVE PAPER)

Christopher Schlaegel  
_Otto-von-Guericke-University Magdeburg, Germany_, christopher.schlaegel@ovgu.de

Robert L. Engle  
_I Quinnipiac University, USA_

Xiaohong He  
_Quinnipiac University, USA_

Jose V. Gavidia  
_College of Charleston, USA_

Servane Delanoe  
_ESC Rennes School of Business, France_

**Recommended Citation**

Schlaegel, Christopher; Engle, Robert L.; He, Xiaohong; Gavidia, Jose V.; and Delanoe, Servane (2008) "COUNTRY-SPECIFIC DETERMINANTS OF ENTREPRENEURIAL INTENT: A CROSS-COUNTRY COMPARISON (INTERACTIVE PAPER)," *Frontiers of Entrepreneurship Research*: Vol. 28: Iss. 5, Article 7.  
Available at: http://digitalknowledge.babson.edu/fer/vol28/iss5/7

This Interactive Paper is brought to you for free and open access by the Entrepreneurship at Babson at Digital Knowledge at Babson. It has been accepted for inclusion in Frontiers of Entrepreneurship Research by an authorized administrator of Digital Knowledge at Babson. For more information, please contact digitalknowledge@babson.edu.
INTERACTIVE PAPER

COUNTRY-SPECIFIC DETERMINANTS OF ENTREPRENEURIAL INTENT: A CROSS-COUNTRY COMPARISON

Christopher Schlaegel, Otto-von-Guericke-University Magdeburg, Germany
Robert L. Engle, Quinnipiac University, USA
Xiaohong He, Quinnipiac University, USA
Jose V. Gavidia, College of Charleston, USA
Servane Delanoe, ESC Rennes School of Business, France

Principal Topic

The economic decisions of individuals are influenced not only by cognitive processes, but also by the country-specific institutional environment (Williamson, 2000), which consists of formal institutions (laws and regulations) and informal institutions (cultural norms and values) (North, 1990). The literature shows that entrepreneurial intent is moderated by cross-cultural differences (Autio et al., 2000; Krueger and Kickul, 2006). However, no study examines the effects of both aspects of institutional environment on entrepreneurial intent. The objective of this study is to examine the influence of the formal institutional environment and national culture on entrepreneurial intent and its antecedents.

Method

The study is based on data that were gathered through a survey of 2094 university business students in 14 countries (Bangladesh, Bulgaria, China, Costa Rica, Egypt, Finland, France, Germany, Ghana, Mexico, Russia, Spain, Sweden, United States), which represent all ten regions of societal cultures identified by the GLOBE study (House et al., 2004). Ajzen's (1991) model is used to predict entrepreneurial intent and test for the moderating effect of cultural and environmental factors. The dependent variable, entrepreneurial intent, is measured using the instrument developed by De Noble et al. (1999). The three categories of predictor variables are attitude towards the behavior, subjective norms, and perceived behavioral control. The attitude towards the behavior is measured by three dimensions: achievement motivation (Sagie et al., 1996), autonomy (Engle et al., 2007), and personal wealth (Krueger et al., 2000). Subjective norms are measured using Ajzen's (1991) scale and perceived behavioral control is measured using the instrument developed by De Noble et al. (1999).

Results and Implications

Cultural dimensions, economic factors, as well as entrepreneurship related laws and regulations, have a significant effect on entrepreneurial intent, its antecedents, and their relationships. One of the key findings is that in countries where the institutional environment hinders entrepreneurial activity, and there are poor economic conditions, the result is higher entrepreneurial intent. The results provide insights of how entrepreneurship may be encouraged.

CONTACT: Christopher Schlaegel; christopher.schlaegel@ovgu.de; (T): 0049-391-6718790; (F): 0049-391-6711162; Otto-von-Guericke-University, 39114 Magdeburg, Germany.