

6-11-2011

DARE TO TAKE THE PLUNGE? A REGULATORY FOCUS APPROACH TO ACADEMIC ENTREPRENEURIAL INTENTIONS (INTERACTIVE PAPER)

Yi Ruan

National University of Singapore, annie.ruanyi@gmail.com

Daniel Jackson McAllister

National University of Singapore

Poh Kam Wong

National University of Singapore

Recommended Citation

Ruan, Yi; McAllister, Daniel Jackson; and Wong, Poh Kam (2011) "DARE TO TAKE THE PLUNGE? A REGULATORY FOCUS APPROACH TO ACADEMIC ENTREPRENEURIAL INTENTIONS (INTERACTIVE PAPER)," *Frontiers of Entrepreneurship Research*: Vol. 31: Iss. 4, Article 25.

Available at: <http://digitalknowledge.babson.edu/fer/vol31/iss4/25>

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 ≈

DARE TO TAKE THE PLUNGE? A REGULATORY FOCUS APPROACH TO ACADEMIC ENTREPRENEURIAL INTENTIONS

Yi Ruan, National University of Singapore, Singapore
Daniel Jackson McAllister, National University of Singapore, Singapore
Poh Kam Wong, National University of Singapore, Singapore

Principal Topic

Regulatory Focus Theory (Higgins, 1997) has been advocated by many scholars in the field to shed new light in our understanding of entrepreneurial decision making (e.g. Baron, 2002). However this theory has rarely been used in empirical studies in the field. In this paper, we propose a parsimonious intention model based on regulatory focus theory to explain the variance in entrepreneurial decision making of university faculty inventors.

Method

Data were collected by a questionnaire-based survey among 378 technology disclosure inventors from a leading university in Asia. 150 responded to the online survey, generating 122 complete and usable data. A scale of entrepreneurial intention and a scale of perceived environmental support were developed specifically for the context of university technology commercialization. In our hypotheses testing, we controlled for the scientific discipline, academic experience, and technology commercialization experience of the faculty inventors.

Results and Implications

The results indicate that technology disclosure inventors who are high in promotion focus tend to have high entrepreneurial intentions, and this relationship between promotion focus and entrepreneurial intention is at least partially mediated by illusion of control. Perceived environmental support is not a significant main-effect or moderating variable. This may be due to the fact that all the sample subjects are from one single university. Hence although there are differences in the support levels across faculties (or schools), they are too subtle to be captured. Therefore, although there is no significant finding about the effect of this situational factor in this study, it does not necessarily mean that it has no impact on entrepreneurial intention. This study contributes to the literature by establishing the relationship between promotion regulatory focus and entrepreneurial intention via illusion of control. It showcases the potential of regulatory focus theory in providing anchor for theory building in the area of entrepreneurial decision making.

CONTACT: Yi Ruan; annie.ruanyi@gmail.com; (T): 65-9276-5697; (F): 65-6776-0755; Block EA, #05-34, Engineering Drive 1, Singapore 117576.