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REVISITING THE THEORY OF PLANNED BEHAVIOR: THE ROLE OF PERCEIVED PERSON-ENTREPRENEURSHIP FIT (SUMMARY)

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≈ SUMMARY ≈

**REVISITING THE THEORY OF PLANNED BEHAVIOR: THE ROLE
OF PERCEIVED PERSON-ENTREPRENEURSHIP FIT**

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Principal Topic

Entrepreneurial intention (EI) is an important predictor of entrepreneurial endeavors (Krueger & Dickson, 1994). A general assumption underlying the existing theories of EI (Krueger et al., 2000; Ajzen, 1991) is that EI stems mostly from one's internal assessment of him- or herself (e.g., entrepreneurial self-efficacy). The internal focus of the existing theories thus leaves unclear the role the external environment plays in shaping EI.

To better understand the environmental influence on EI, we draw on fit theory (Kristof, 1996; Kristof-Brown et al., 2005) to propose the construct of *perceived person-entrepreneurship fit* (PPEF), the compatibility between personal attributes and the entrepreneurial environment *perceived by the person*. Specifically, we argue that PPEF is a more proximal predictor of EI in that PPEF mediates the relationships of EI with entrepreneurial self-efficacy (ESE), entrepreneurial attitude (EA), age, and gender.

Method

We designed two studies to test our hypotheses to increase generalizability. The first study was conducted on 337 undergraduate students at a southeastern university. The second study was conducted with 196 organizational employees on a crowd-sourcing website (Amazon Mechanical Turk). Our mediating model and the four hypotheses were supported in both studies.

Results and Implications

This study makes important contributions. First, we revisit the existing theories of EI (Krueger et al., 2000) and suggest including the construct of PPEF into their frameworks to add individuals' external assessment of the environment into the equation. Second, while fit theory has been applied to entrepreneurship research (Markman & Baron, 2003; Lee et al., 2011), these studies adopt the objective perspective and do not differentiate the construct of fit from one's own perception. By proposing PPEF, we differentiate perceived fit from objective fit with entrepreneurship (Markman & Baron, 2003; Lee et al., 2011), thereby opening up a new avenue for entrepreneurship scholars. Third, fit researchers have identified different categories of person-environment fit such as person-organization fit, person-job fit, and person-vocation fit (Kristof-Brown et al., 2005). In this study, we theoretically distinguish PPEF from those existing categories and suggest that PPEF is the category unique to entrepreneurship.

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