

THE IMPACT OF ENTREPRENEURIAL COMPETENCE AND SELF-EFFICACY ON COLLEGE STUDENTS' INITIATIVE ENTREPRENEURIAL BEHAVIOR A SURVEY STUDY

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ABSTRACT

The action of promoting personal initiative entrepreneurial behavior of university students can facilitate the innovation and transformation of knowledge and endorse job opportunities to ease the employment pressure. Based on an analysis of present related literature and the self-efficacy attribution theory, the authors conducted a survey of 322 senior university students in China using structured equation modeling to explore the relation between entrepreneurial competence, entrepreneurial self-efficacy and initiative entrepreneurial behavior of university students. Research showed that firstly, university students' entrepreneurial competence has markedly positive impact on their entrepreneurial self-efficacies; and entrepreneurial competence and self-efficacy have markedly positive impact on the transformable and proactive behaviors of university students' entrepreneurship. Then, entrepreneurial self-efficacy plays a mediating role between entrepreneurial competence and the transformable, proactive behaviors of university students' entrepreneurship. Authors' recommendations about the inspiration of initiative entrepreneurial behavior of university students were also given.

KEYWORDS: Entrepreneurial Competence, Entrepreneurial Self-Efficacy (ESE), Initiative Entrepreneurial Behavior, Self-Efficacy Attribution Theory, University Students