

The impact of digital support, role model support and emotional intelligence support on entrepreneurial intention

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International Journal of Science and Research Archive, 2025, 14(02), 1377-1382

Publication history: Received on 01 January 2025; revised on 18 February 2025; accepted on 21 February 2025

Article DOI: <https://doi.org/10.30574/ijrsra.2025.14.2.0433>

Abstract

This research explores the combined impact of digital support, role model support, and emotional intelligence support on entrepreneurial intention among administration students. A survey of 212 administration students was conducted to examine the relationships between these support features and business intention. The findings reveal that digital support, role model support, and emotional intelligence support are significant predictors of entrepreneurial intention. Specifically, digital support provides essential tools and connectivity, role model support fosters self-confidence, and emotional intelligence enhances resilience. Together, these elements form a comprehensive framework encouraging administration students to pursue entrepreneurial ventures. This study enhances the understanding of the complex interaction between support mechanisms and entrepreneurial intention, offering valuable insights for entrepreneurship education and training programs.

Keywords: Entrepreneurial Intention; Digital Support; Emotional Intelligence Support; Entrepreneurship; Students

1. Introduction

Entrepreneurial intention, a critical determinant of entrepreneurial behaviour, is subject to the influence of diverse personal and environmental factors (1). In the current digital countryside, digital support has emerged as a forbidding instrument for aspiring entrepreneurs, affording them access to essential resources, information, and networks that mitigate entry barriers (2). Digital platforms not only facilitate skill enhancement but also foster a mindset that is congruent with entrepreneurial activities(3). The support of role models is also instrumental in nurturing entrepreneurial intention. Individuals frequently emulate the behaviours exhibited by successful entrepreneurs, which can reinforce self-efficacy and diminish the apprehension of failure(4). Such exposure aids in the establishment of realistic goals and the preparation for potential challenges (5). The presence of role models within one's network, particularly those hailing from analogous backgrounds or industries, significantly amplifies motivation and clarity in entrepreneurial endeavours (6,7). Emotional intelligence (EI), defined as the capacity to identify and accomplish one's individual feelings, as well as the feelings of others, further influences entrepreneurial intention. Research indicates that elevated levels of EI correlate with improved decision-making and resilience, both of which are imperative for entrepreneurial achievement (8,9). EI empowers entrepreneurs to navigate uncertainty and sustain motivation, which are vital components of the entrepreneurial journey(10). Entrepreneurs possessing strong EI are more inclined to exhibit resilience in the face of setbacks, adapt to challenges, and maintain an optimistic outlook (11,12). Digital support, role model support, and emotional intelligence collectively shape an individual's entrepreneurial intention by supplying resources, inspiration, and emotional fortitude (13). This research examines the combined influence of these three forms of support on entrepreneurial intention, highlighting their distinct and synergistic contributions.

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2. Conceptual framework

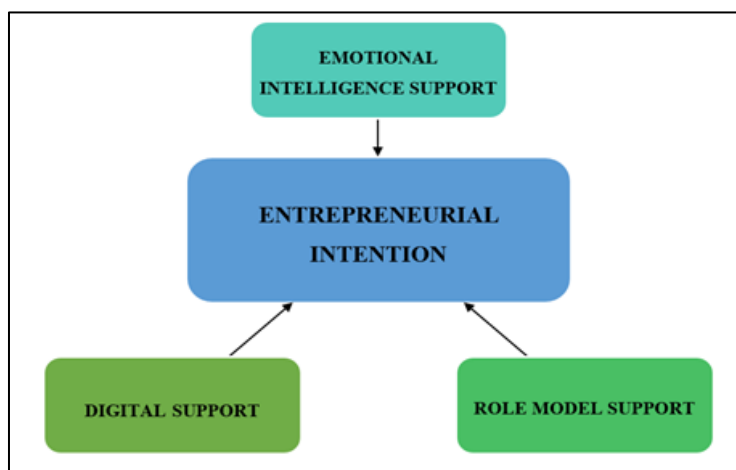


Figure 1 Factors Influencing Entrepreneurial Intention

3. Review of literature

3.1. Digital support and entrepreneurial intention (DS)

Digital support resources made available through digital platforms has profoundly altered the entrepreneurial ecosystem by rendering essential tools and information accessible to a wider demographic. Entrepreneurs are now able to utilize social media, e-commerce platforms, and online communities to advance their enterprises, engage potential customers, and establish connections with investors (14). The availability of digital resources facilitates entrepreneurial advancement by supporting strategic decision-making processes and allowing for real-time market feedback(15). This democratization of resources empowers individuals from varied backgrounds to engage in entrepreneurial endeavors, particularly in remote and rural locales where conventional resources may be scarce (16).

Digital tools additionally aid in the enhancement of skill sets and foster confidence in the management of business operations, thereby further augmenting entrepreneurial intention. For example, online educational platforms provide courses on entrepreneurship, financial management, and marketing, which are essential for the cultivation of knowledge and competence (17). By eliminating geographic barriers, digital support creates novel avenues for aspiring entrepreneurs and cultivates an environment that is conducive to self-directed learning and personal development (18).

3.2. Role model support in shaping entrepreneurial intention (RMS)

The support provided by role models exerts a significant influence on the formation of one's belief in their entrepreneurial capabilities. Observing the successes of accomplished entrepreneurs can deliver not only technical insights but also vital psychological encouragement. Role models present relatable instances of overcoming adversity and inspire similar tenacity in others (4). Research indicates that individuals who are exposed to entrepreneurial role models are extra likely to foster a wisdom of self-efficacy, thereby strengthening their confidence in their potential for success in entrepreneurial ventures (19).

Role models are particularly effective in promoting entrepreneurship among women and underrepresented populations, who may encounter heightened social or cultural obstacles in business environments (20). Women entrepreneurs, for instance, frequently derive motivation and guidance from female role models who have adeptly navigated analogous challenges, including the balancing of familial and entrepreneurial responsibilities(21).

3.3. Emotional intelligence support and its impact on entrepreneurship (EIS)

Emotional intelligence (EI) comprises self-awareness, emotional regulation, motivation, understanding, and societal abilities, all of which play a crucial part in managing the uncertainties inherent to entrepreneurship (22). Entrepreneurs possessing elevated levels of EI are more adept at managing stress, fostering interpersonal relationships, and persisting in the face of adversity (10). These competencies are essential for navigating the unpredictable nature of entrepreneurship, which necessitates adaptability and resilience (8,23).

Empirical investigations have demonstrated that persons with higher levels of sensitive intellect are inclined to have stronger entrepreneurial intentions, due to their enhanced decision-making and problem-solving capabilities under pressure (24). EI support, manifested through mentorship or training programs focused on emotional competencies, can assist individuals in cultivating emotional resilience and adaptability, which are vital for the sustainability of long-term entrepreneurial enterprises (25,26).

3.4. Interaction of digital support, role model support, and emotional intelligence support (DS, RMS, EIS)

While each category of support digital, role model, and emotional intelligence individually enhance entrepreneurial intention, their collective influence is substantial. Digital support furnishes the essential tools and connectivity requisite for practical execution, whereas role model support cultivates self-assurance, and emotional intelligence imparts the resilience necessary for enduring entrepreneurial commitment (13). Collectively, they establish a comprehensive framework that furnishes aspiring entrepreneurs with the requisite resources, inspiration, and emotional competencies indispensable for thriving in the contemporary business environment.

Role models who actively engage with digital platforms, for instance, exemplify how technology can be harnessed to expand enterprises, thereby setting an inspirational precedent for their followers. Likewise, emotionally intelligent role models exhibit resilience amidst challenges, thereby underscoring the significance of emotional competencies in the realm of entrepreneurship. As a result, this synergy engenders a formidable influence on entrepreneurial intention, motivating individuals to embrace entrepreneurship with assurance and a substantial support network (11,27).

3.5. Hypothesis

- **H₁:** The provision of digital support exerts a significant influence on the business intents of students enrolled in administration programs.
- **H₂:** The influence of role model support demonstrably impacts the business intents of students studying administration.
- **H₃:** The support derived from emotional intelligence significantly affects the entrepreneurial intentions of individuals studying administration.
- **H₄:** The mutual effects of digital support, role ideal support, and sensitive intelligence support meaningfully form the business intents of administration students.

3.6. Objectives of the study

- To study the impact of digital support on the tactical aspirations of administration students.
- To investigate the significance of role model support in influencing entrepreneurial aspirations among students in administration.
- To evaluate the effect of emotional intelligence support on the business aspirations of administration students.
- To examine the synergistic effects of digital support, role model support, and emotional intelligence support on entrepreneurial aspiration.

4. Research methodology

A questionnaire was created using Google Forms to gather information about entrepreneurial intention, digital support, role model support, and emotional intelligence support. The questionnaire was distributed to business administration students. The collected data was analysed using statistical techniques to identify relationships or patterns. This research methodology efficiently collected quantitative data, contributing to existing knowledge in the field. A survey with a five-point measure ranging from 1-5 has been adopted for this study.

4.1. Correlation matrix

The correlation matrix and regression analysis conducted indicate a substantial association between the predictor variables (Digital Support, Role Model Support, and Emotional Intelligence Support) and the outcome variable (Entrepreneurial Intention). The following elucidates the findings:

Table 1 correlation

	DS	RMS	EIS	EI
DS	1.000	0.014	-0.053	0.566
RMS	0.014	1.000	-0.038	0.399
EIS	-0.053	-0.038	1.000	0.336
EI	0.566	0.399	0.336	1.000

The correlation matrix reveals that Digital Support exhibits a moderate positive correlation with Entrepreneurial Intention ($r = 0.566$), implying that individuals who receive greater digital support are more inclined to possess entrepreneurial intentions. Similarly, Role Model Support demonstrates a moderate positive correlation with Entrepreneurial Intention ($r = 0.399$), signifying that individuals with access to more role models are more predisposed to entrepreneurial intentions. Emotional Intelligence Support reflects a lesser yet still positive correlation with Entrepreneurial Intention ($r = 0.336$), suggesting that persons endowed with greater emotional intelligence are more likely to harbour entrepreneurial intentions.

5. Regression analysis

Table 2 Regression

Predictor	Coefficient	Std. Error	t-value	p-value	95% Confidence Interval
Intercept	0.192	0.158	1.213	0.227	[-0.120, 0.504]
DS	0.394	0.029	13.528	< 0.001	[0.337, 0.451]
RMS	0.281	0.030	9.463	< 0.001	[0.222, 0.339]
EIS	0.253	0.028	8.908	< 0.001	[0.197, 0.309]

The regression analysis offers a more nuanced understanding of the interrelations between the predictor variables and the outcome variable. The regression coefficients denote that Digital Support ($\beta = 0.394$), Role Model Support ($\beta = 0.281$), and Emotional Intelligence Support ($\beta = 0.253$) serve as significant predictors of Entrepreneurial Intention. This indicates that for each unit increment in Digital Support, Role Model Support, or Emotional Intelligence Support, the expectation is for Entrepreneurial Intention to increase by 0.394, 0.281, and 0.253 units, respectively.

5.1. Anova

Table 3 ANOVA

Source	SS	DF	MS	F-statistic	p-value
Regression		3	28.25	112.46	< 0.001
Residual	52.24	208	0.25		
Total	136.98	211			

The ANOVA table underscores that the regression model attains statistical significance (F-statistic = 112.46, $p < 0.001$), suggesting that the collective predictor variables elucidate an important portion of the modification in entrepreneurial intention. The R-squared value (not provided) would be instrumental in assessing the amount of variance explained by the model.

In summary, the findings indicate that Digital Support, Role Model Support, and Emotional Intelligence Support are prominent predictors of Entrepreneurial Intention. These results carry implications for entrepreneurship education and training programs, which may benefit from concentrating on enhancing these competencies and offering support to individuals contemplating entrepreneurship.

6. Conclusion

The research elucidates that digital support, role model influence, and emotional intelligence facilitation exert a substantial effect on the business intents of administration students. Among these factors, digital support emerges as the most significant predictor, succeeded by role model influence and emotional intelligence facilitation. Collectively, these support mechanisms establish a holistic framework that cultivates entrepreneurial intention. The outcomes possess practical ramifications for entrepreneurship education and training initiatives, indicating that educational institutions ought to enhance digital competencies, encourage engagement with role models, and promote the development of emotional intelligence among students.

Compliance with ethical standards

Disclosure of conflict of interest'

'The Author(s) hereby declare (s) there is no conflict of interest'.

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