INFLUENCE OF ENTREPRENEURSHIP ENVIRONMENT ON ENTREPRENEURSHIP INTENTION OF SPORTS POSTGRADUATES; A CASE STUDY OF GUANGDONG PROVINCE, CHINA

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ABSTRACT

This research aimed to study the relationship of entrepreneurship environment and entrepreneurship intention, the relationship of entrepreneurship environment and entrepreneurship self-efficacy, the relationship of entrepreneurship self-efficacy and entrepreneurship intention, and to explore the role of entrepreneurship self-efficacy between entrepreneurship environment and entrepreneurship intention. This quantitative research used a questionnaire as a tool, which was checked by IOC. The research samples were 400 sports postgraduates from 9 universities in Guangdong province. Hierarchy regression was used to calculate the results.

The main research conclusions were as follows: 1) Entrepreneurship environment had a significant impact on entrepreneurship intention, 2) Entrepreneurship environment had a significant impact on entrepreneurship self-efficacy, 3) Entrepreneurship self-efficacy had a significant impact on entrepreneurship intention, and 4) Entrepreneurship self-efficacy had a mediator effect between entrepreneurship environment and entrepreneurship intention.

Keywords: entrepreneurship environment, entrepreneurship self-efficacy, entrepreneurship intention, sports postgraduates.

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INTRODUCTION

Driving by “Mass entrepreneurship and innovation”, innovation-entrepreneurship has been deeply integrated with economic and social development. It has played an important role in upgrading the economic structure, expanding employment, improving people’s livelihood, and achieving fair opportunities.

The increasing with entrepreneurship activities can promote high-level talents to realize the high industrialization and new technology. It is of great significance for accelerating the transformation, upgrading of economic structure and promoting the sustained economic development (Chi, 2002).

Sports postgraduates have a rich knowledge on theoretical. They own high comprehensive quality and innovation ability. Promoting their entrepreneurship consciousness is correspond with strategic requirements of cultivating high-level talents in China. Entrepreneurship intention is prerequisite influencing factor and subjective attitude of whether an individual starts entrepreneurship activities. It could be used as the primary indicator to predict individual entrepreneurship behavior (Bagozzi & Kimmel, 2002). Sports postgraduates as backbone of sport entrepreneurship groups in China, it is vital to excavate their potential entrepreneurship intention. Based GEM model, self-efficacy theory and entrepreneurship event model (EEM), this article uses quantitative research method to build the research model.

RESEARCH OBJECTIVES

1. In order to study main factors that influence of entrepreneurship environment on entrepreneurship intention of sports postgraduates.
2. To study what is the relationship between entrepreneurship environment and entrepreneurship intention.

3. In order to explore the role of entrepreneurship self-efficacy between entrepreneurship environment and entrepreneurship intention.

4. In order to improve the entrepreneurship intention of sports postgraduates and put forward countermeasures and suggestions.

RESEARCH HYPOTHESIS

H1 Entrepreneurship environment has a significant impact on entrepreneurship intention.

H2 Entrepreneurship environment has a significant impact on entrepreneurship self-efficacy.

H3 Entrepreneurship self-efficacy has a significant impact on entrepreneurship intention.

H4 Entrepreneurship self-efficacy has a mediator effect between entrepreneurship environment and entrepreneurship intention.

CONCEPTUAL FRAMEWORK

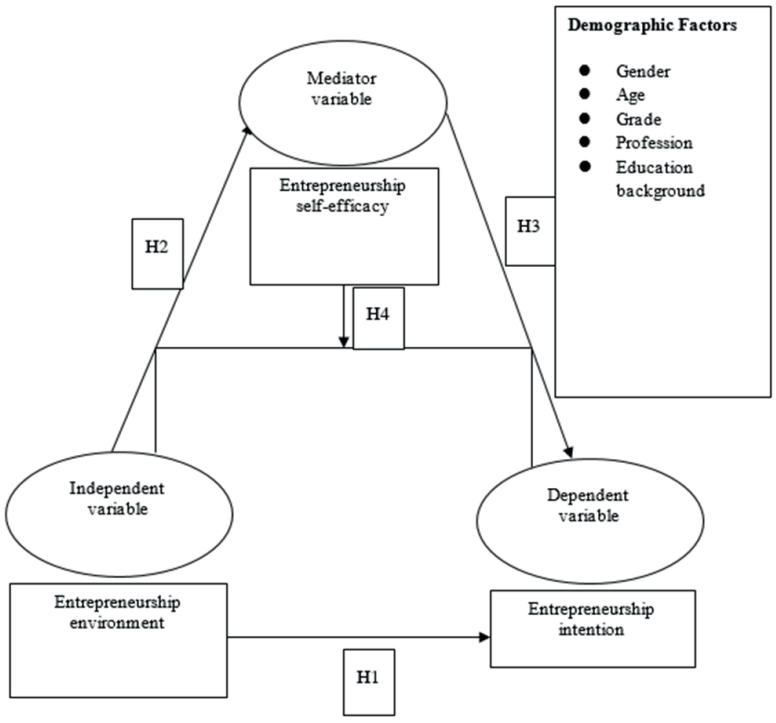

Figure 1. Research Conceptual Framework (Bosma & Hardlng, 2007)

RESEARCH METHODOLOGY

This article used the quantitative research method. The researcher used simple random sampling to select the samples. Before going to distribute questionnaires, the questions were tested by experts of related fields using item objective congruence (IOC test).

The data were collected by survey questionnaires. The researcher defined the population as sports postgraduates who were studying currently in Guangdong province, China. The researcher collected the data from 9 different colleges of Guangdong province, China. Following the Yamane to calculate 400 could be a sample size in quantitative research. In quantitative analysis, the researcher used hierarchy regression to analyze the relationship among entrepreneurship environment, entrepreneurship self-efficacy and entrepreneurship intention. At the same time, the researcher discussed and analyzed the research results.

RESEARCH RESULTS

Regression analysis of entrepreneurship environment on entrepreneurship intention

Table 1. Regression analysis results of entrepreneurship environment on entrepreneurship intention

	Model 1		Model 2	
Control variable	Beta	*t*	Beta	*t*
Gender	-.104	-1.945	-.053	-1.162
Age	-.098	-.939	-.117	-1.328
Education background	.034	.314	-.041	-.440
Grade	.024	.156	.139	1.044
Profession	.080	1.509	.035	.780

Table 1. (continued)

	Model 1	Model 2	
Independent variable			
Entrepreneurship environment		.531***	11.839
F	1.511	25.107***	
Adjusted R^2	.007	.284	
ΔR^2	.021	.296	

***p<.001

It can be seen from table1 that the *F* value of model 1 is 1.511 (p = .186>.05), which can't pass F test; the adjusted R^2 is 0.007, which means that the control variable explained 0.70% of variance. Gender (β = -0.104, p = .053>.05); age (β = -0.098, p = .348>.05); education background (β = 0.034, p = .314>.05); grade (β = 0.024, p = .876>.05); profession (β = 0.08, p = .132>.05). They haven't a significant impact on entrepreneurship intention.

The *F* value of model 2 is 25.107 (p<.001), which pass *F* test; the adjusted R^2 is 0.284, which 28.40% of variance is all predictors explained. It additional increase 27.70%, compared to model 1. The regression coefficient of entrepreneurship environment is 0.531 (p<.001). It illustrates that entrepreneurship environment has a significant impact on entrepreneurship intention, test hypothesis H1.

Regression analysis of entrepreneurship environment on entrepreneurship self-efficacy

Table 2. Regression analysis results of entrepreneurship environment on entrepreneurship self-efficacy

	Model 1		Model 2	
Control variable	Beta	*t*	Beta	*t*
Gender	-.012	-.220	.048	1.116
Age	.038	.364	.015	.185
Education background	.009	.079	-.079	-.908
Grade	-.097	-.614	.037	.298
Profession	.001	.016	-.052	-1.214
Independent variable				
Entrepreneurship environment			.621***	14.746
F	.289		36.624***	
Adjusted R^2	.010		.370	
ΔR^2	.004		.380	

***p<.001

It can be seen from table 2 that the F value of model 1 is 0.289 (p = .919>.05), which can't pass *F* test; the adjusted R^2 is 0.010, which means that the control variable explained 1% of variance. Gender (β = -0.012, p = .826>.05); age (β = 0.038, p = .716>.05); education background (β = 0.009, p = .937>.05); grade (β = -0.097, p = .540>.05); profession (β = 0.001, p = .987>.05). They haven't a significant impact on entrepreneurship self-efficacy.

The *F* value of model 2 is 36.624 ($p<.001$), which pass *F* test; the adjusted R^2 is 0.370, which 37.00% of variance is all predictors explained. It additional increase 36.00%, compared to model 1. The regression coefficient of entrepreneurship environment is 0.621 ($p<.001$). It illustrates that entrepreneurship environment has a significant impact on entrepreneurship self-efficacy, test hypothesis H2.

Regression analysis of entrepreneurship self-efficacy on entrepreneurship intention

Table 3. Regression analysis results of entrepreneurship self-efficacy on entrepreneurship intention

	Model 1		Model 2	
Control variable	Beta	*t*	Beta	*t*
Gender	-.104	-1.945	-.097	-2.310
Age	-.098	-.939	-.122	-1.490
Education background	.034	.314	.029	.338
Grade	.024	.156	.084	.687
Profession	.080	1.509	.080	1.915
Independent variable				
Entrepreneurship environment			.619***	15.100
F	1.511		40.056***	
Adjusted R^2	.007		.392	
ΔR^2	.021		.402	

***$p<.001$

It can be seen from table3 that the *F* value of model 1 is 1.511 (p = .186>.05), which can't pass *F* test; the adjusted R^2 is 0.007, which means that the control variable explained 0.70% of variance. Gender (β = -0.104, p = 0.053>.05); age (β = -0.098, p = .348>.05); education background (β = 0.034, p = .314>.05); grade (β = 0.024, p = .876>.05); profession (β = 0.08, p = .132>.05). They haven't a significant impact on entrepreneurship intention.

The *F* value of model 2 is 40.056 (p<.001), which pass F test; the adjusted R^2 is 0.392, which 39.20% of variance is all predictors explained. It additional increase 38.50%, compared to model 1. The regression coefficient of entrepreneurship self-efficacy is 0.619 (p<.001). It illustrates that entrepreneurship self-efficacy has a significant impact on entrepreneurship intention, test hypothesis H3.

Mediator regression analysis of entrepreneurship self-efficacy

Table 4. Mediator analysis results of entrepreneurship self-efficacy

	Model 1		Model 2	
Control variable	Beta	*t*	Beta	*t*
Gender	-.053	-1.162	-.076	-1.847
Age	-.117	-1.328	-.125	-1.573
Education background	-.041	-.440	-.003	-.040
Grade	.139	1.044	.122	1.016
Profession	.035	.780	.060	1.470

Table 4. (continued)

	Model 1		Model 2	
Independent variable				
Entrepreneurship environment	.531***	11.839	.237***	4.639
Mediator variable				
Entrepreneurship self-efficacy			.475***	9.395
F	25.107***		39.376***	
Adjusted R^2	.284		.425	
ΔR^2	.296		.436	

***p<.001

In model 1, the regression coefficients of entrepreneurship environment is 0.531 (p<.001). In model 2, the regression coefficients of entrepreneurship environment is 0.237 (p<.001). Comparing with the model 1, the regression coefficients of entrepreneurship environment is decreasing in model 2. After added the entrepreneurship self-efficacy, entrepreneurship environment has also a positively significant impact on entrepreneurship intention. It means that entrepreneurship environment not only affects the entrepreneurship intention directly, but also affects entrepreneurship intention through the entrepreneurship self-efficacy. It illustrates that the entrepreneurship self-efficacy plays a partial mediator effect, test hypothesis H4.

DISCUSSION

The conclusion indicated that there had a positively significant impact among entrepreneurship environment, entrepreneurship self-efficacy and entrepreneurship intention. Entrepreneurship self-efficacy had a mediator effect between entrepreneurship environment and entrepreneurship intention.

Discussion of relationship between entrepreneurship environment and intention

Shapero had built the Entrepreneurship Event Model (EEM) in 1982. He pointed out that entrepreneurship intention were made up of perceived desirability, perceived feasibility and propensity to act. Before the individual done the entrepreneurship behavior, they need to think deeply the process of entrepreneurship intention. When individuals are satisfied with the external entrepreneurship environment, it may be generate the perceived desirability. For example: Guerrero, Rialp and Urbano (2008) thought that education-training environment had a positive impact on enhancing individual's entrepreneurship intention.

Discussion of relationship between entrepreneurship environment and self-efficacy

Kickul and D'Intino (2005) pointed out entrepreneurship self-efficacy was an important variable to predict the intensity of entrepreneurship intention. Past researcher had done the research of relationship between them. When Jin & Qu (2016) surveyed university students in Nanjing, they found that entrepreneurship self-efficacy had a positively significant impact on entrepreneurship intention.

Discussion of mediator effect of entrepreneurship self-efficacy

Some researchers had also demonstrated the mediator effect of entrepreneurship self-efficacy. Ai & Zhou (2016) made the university students as respondents. They confirmed the mediator effect of self-efficacy when studying the effect of university students' achievement motivation on entrepreneurship intention. When Li and Zhang (2014) had discussed the dynamic effect of network embeddedness on university students' entrepreneurship intention. The research found that entrepreneurship self-efficacy played a full mediator role in the influence of network embeddedness on university students' intention.

SUGGESTIONS

Suggestions for use

1. In the entrepreneurship policy formulation of university students, it is suggested that the government departments of Guangdong province should provide special policy for sports postgraduates. They can cooperate with insurance agencies; implement the business failure ordinance; encourage more insurance institutions to participate in innovation and entrepreneurship (Huang, 2018).

2. It is suggested that the government should set up the entrepreneurship compensation fund. If entrepreneurship were failed, the bank would bear the risks and the entrepreneurs would bear the legal liability (Zampetakis et al., 2011). This why the entrepreneurs afraid to loan. To some extent, entrepreneurship compensation fund can avoid the entrepreneurship risks. The bank provides the loans for entrepreneurs securely. Even if the entrepreneurship failed, the entrepreneurs won't be hit heavier.

Suggestion of future research

1. In the future research, the researcher will do in-depth interviews with the management professors, social sports experts and successful entrepreneurs. According to their advice, the researcher will revise and improve repeatedly the scales. The entrepreneurship scale will be suitable for sports postgraduates through the researcher formulated. The redesigned scale uses the method of confirmatory factor analysis to test the convergent validity.

2. In the future research, it is suggested that the postgraduates of Chinese sports college should be taken as research objects. The researcher will enlarge the sample size by appropriate sampling method. With the help of relevant theories and models, the researcher will study deeply the entrepreneurship intention of Chinese sports postgraduates. According to this article's results, whether tested the new conclusion is consistent with it.

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