

# Students' Entrepreneurial Intention in Latin America – Report 2022

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## Partnership Institutions:



# Students' Entrepreneurial Intention in Latin America – Report 2022

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# Research Team



**The research aimed to identify the entrepreneurial intentions of Latin American students and analyze how personal characteristics, university support and institutional environment influence their intention to become entrepreneurs.**

# Sample: countries and number of responses

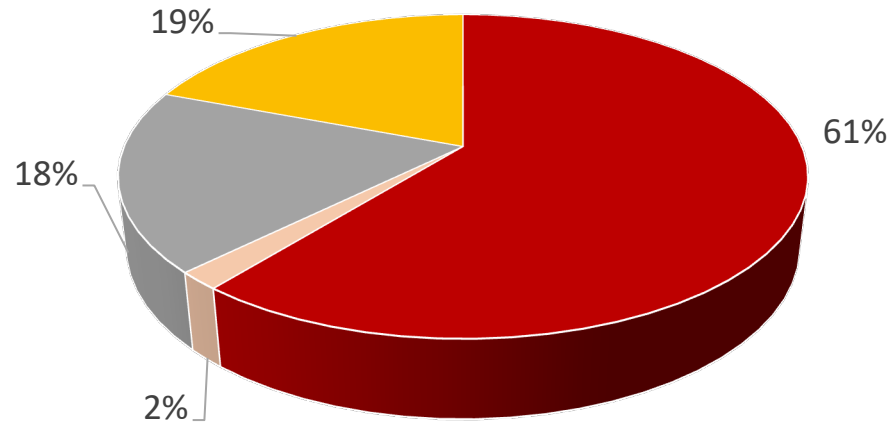


Sample: 1.456 students

# Sample



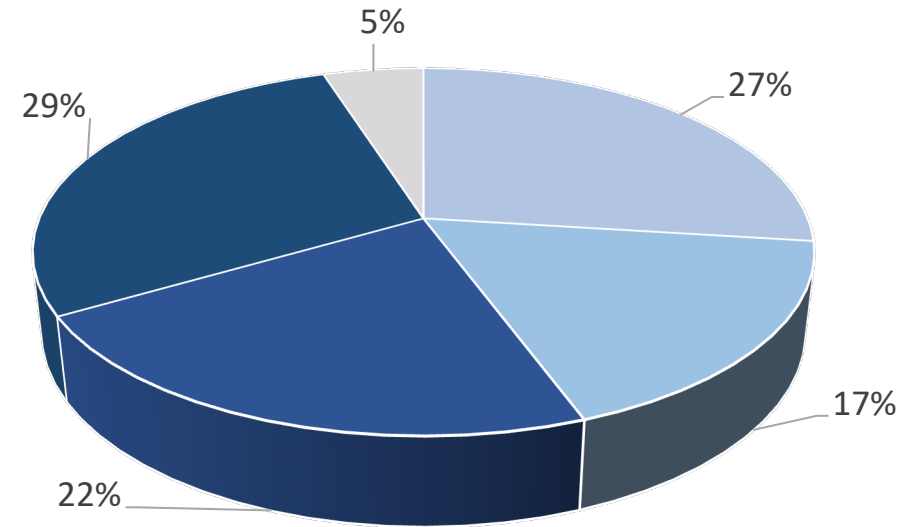
## COURSE



- Business Management/Economics/Finance/Accounting
- Arts/Social sciences
- Engineering/IT
- Other



## COURSE PROGRESS



- Up to 25%
- Between 26% and 50%
- Between 51% and 75%
- More than 75%
- Missing

# Sample



## AGE

### AVERAGE AGE

24 years

### MODE

21 years

17  
years old

68  
years old

## GENDER

777 responses

53%



679 responses

47%



# General Overview



University support



Institutional environment



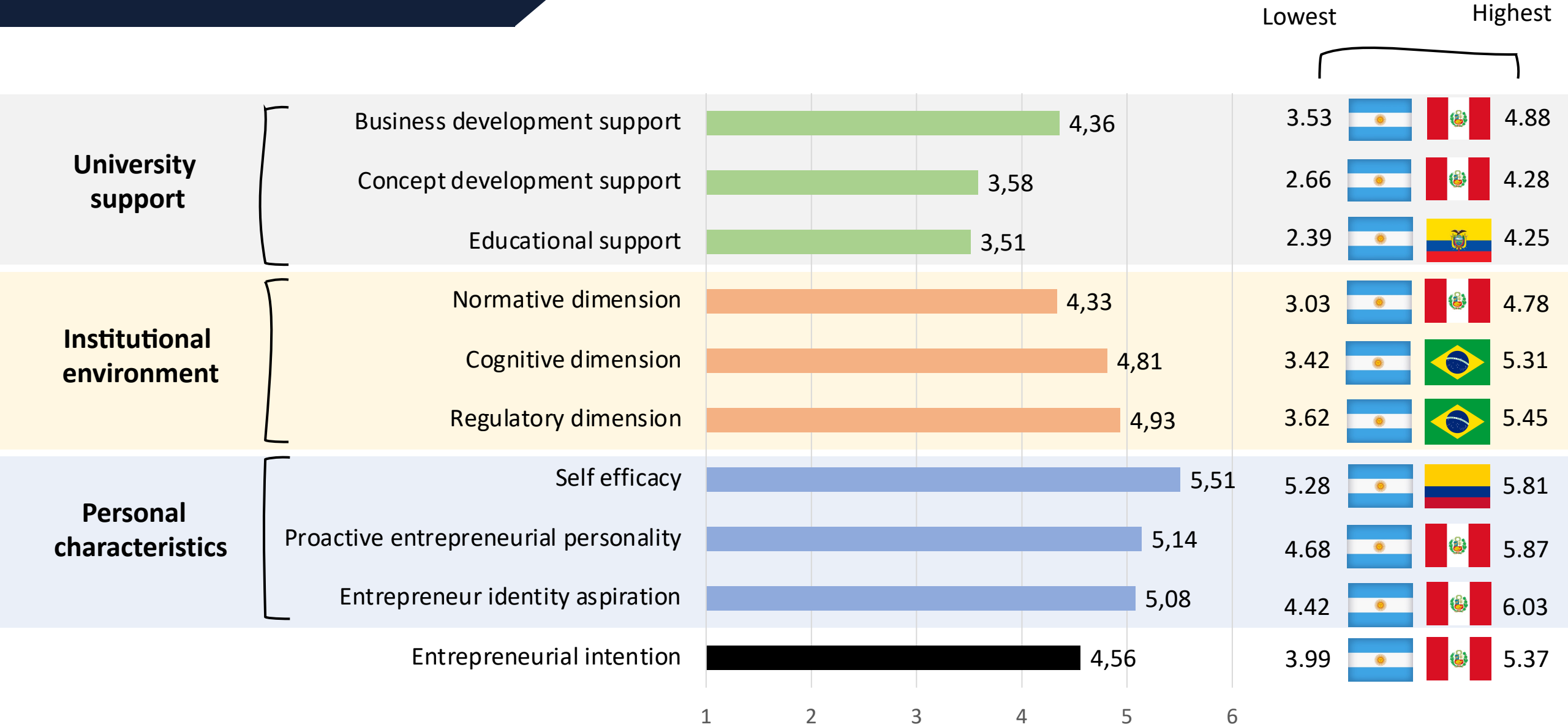
Personal characteristics



Entrepreneurial intention



# General Overview



# Entrepreneurial intention

## Entrepreneurial intention by gender

4.45



4.71





# GENERAL RESULTS

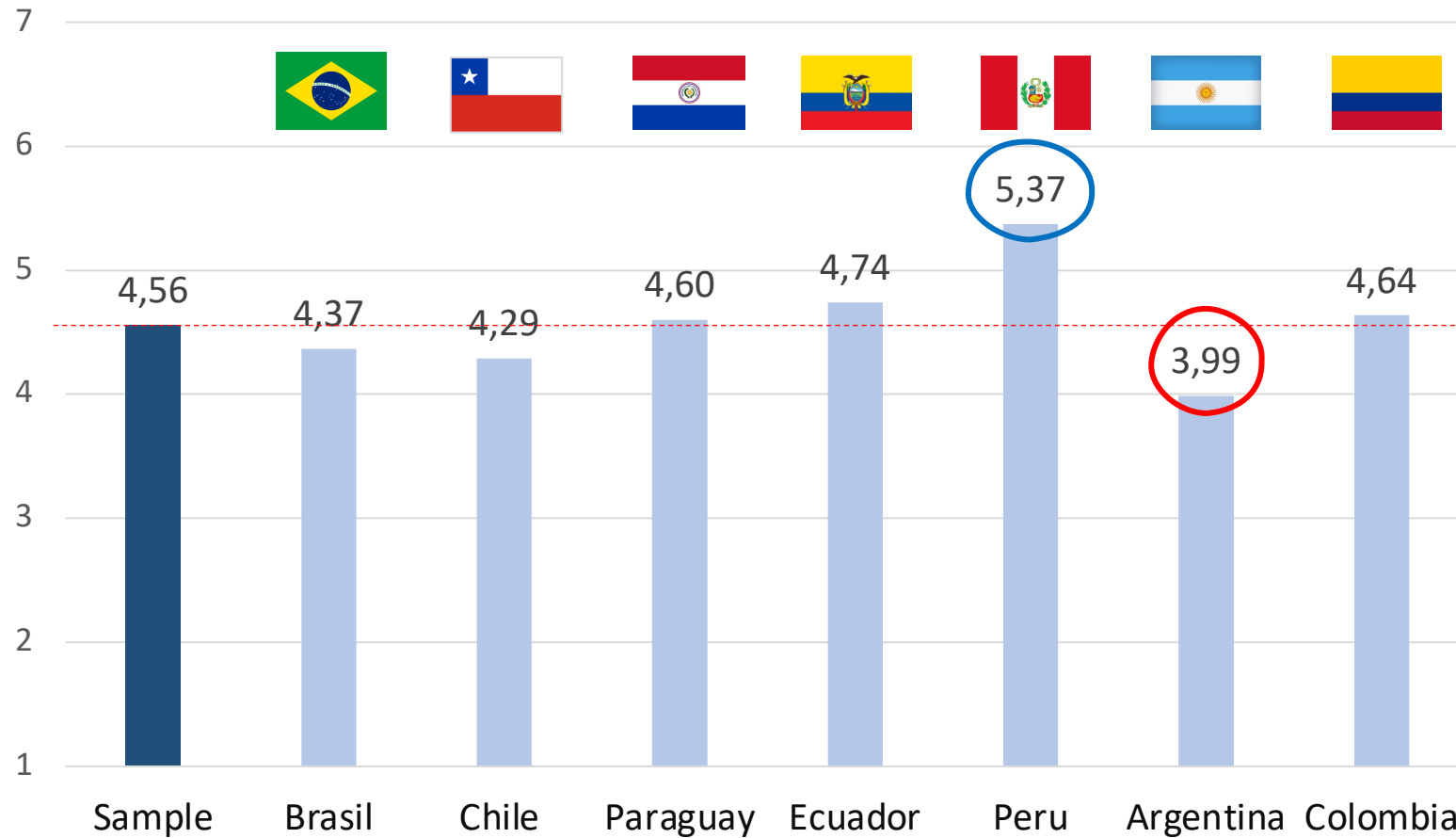
## **Entrepreneurial intention...**

...is self-acknowledged conviction by a person that she/he intends to set up a new business venture and consciously plans to do so at some point in the future.

Thompson, E.R. (2009). Individual entrepreneurial intent: construct clarification and development of an internationally reliable metric. *Entrepreneurship Theory and Practice*, 33(3), 669-694.

# Entrepreneurial intentions

## Entrepreneurial intention



## **Entrepreneur identity aspiration...**

...is envisioning a possible self as an entrepreneur, in predicting individuals' engagement in start-up behaviors.

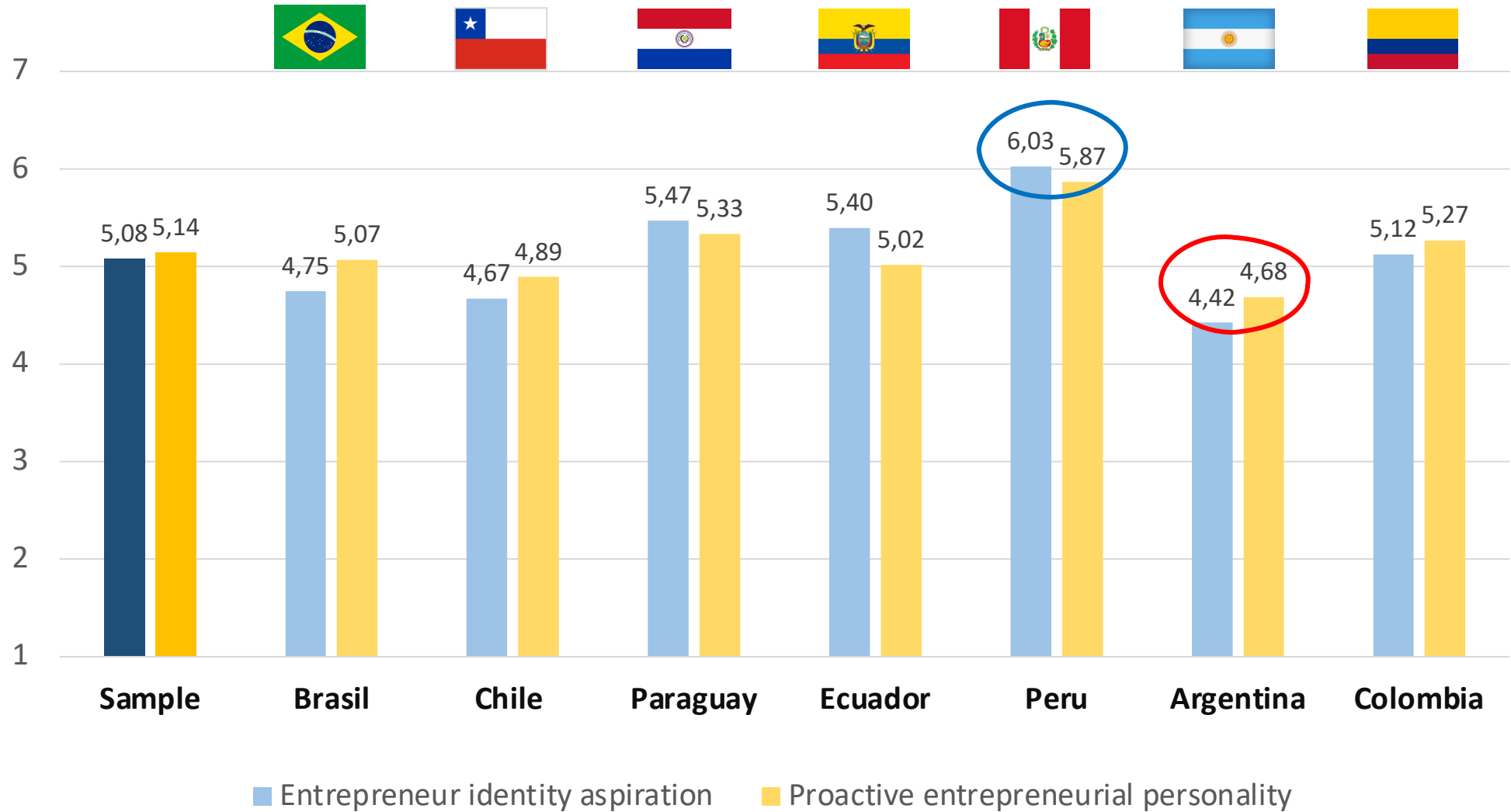
Farmer, S.M., Yao, X., & Kung-Mcintyre, K. (2011). The behavioral impact of entrepreneur identity aspiration and prior entrepreneurial experience. *Entrepreneurship Theory and Practice*, 35(2), 245-273.

## **Proactive entrepreneurial personality...**

...is the personality of one who takes action to influence environmental change, associated with a particular strategic orientation, which mediates the personality–innovation relationship for the new business.

Kickul, J., & Gundry, L. (2002). Prospecting for strategic advantage: The proactive entrepreneurial personality and small firm innovation. *Journal of Small Business Management*, 40(2), 85-97.

# Identity aspiration & Proactive personality





## Self-efficacy...

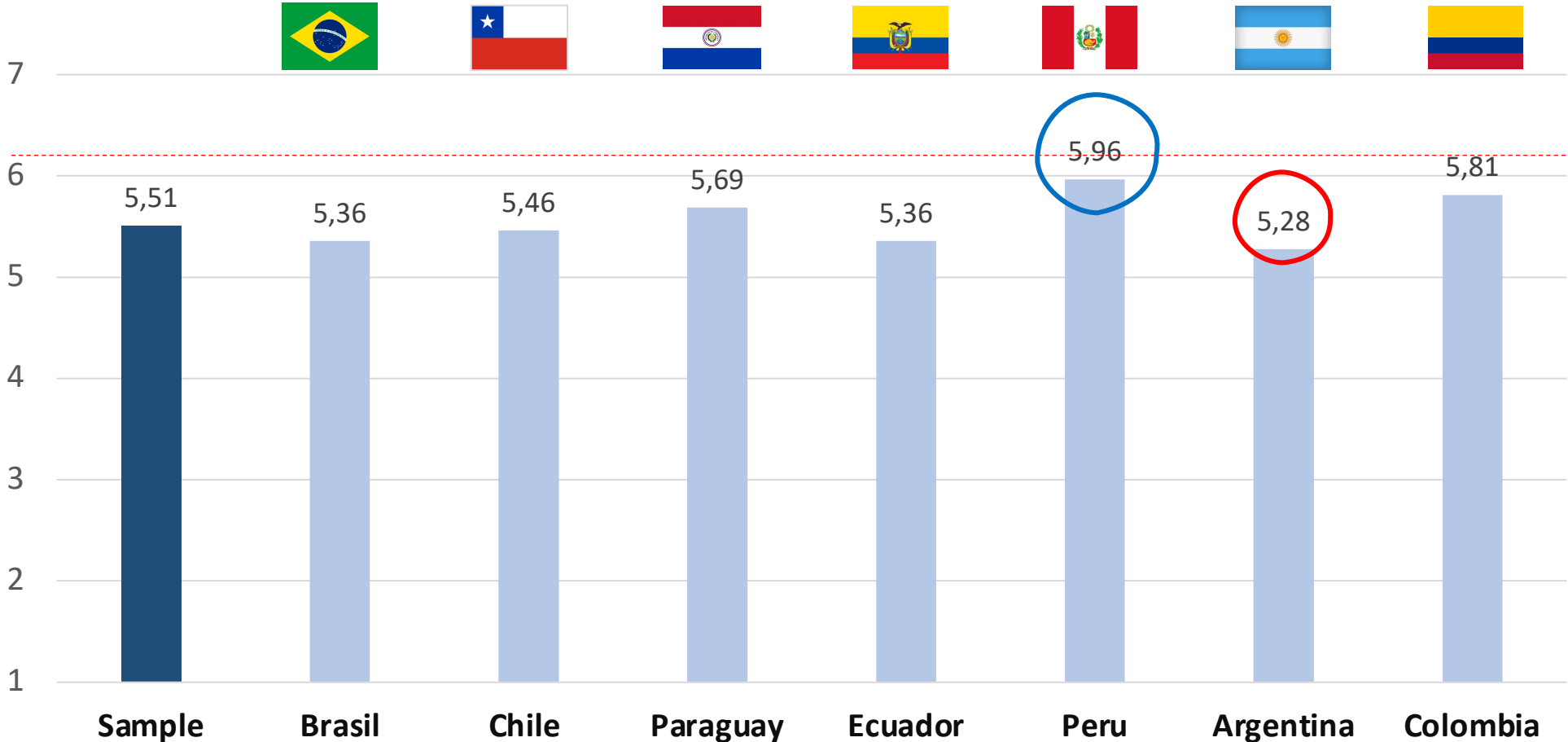
...is designed to assess optimistic self-beliefs to cope with a variety of difficult demands in life.

It assesses the strength of an individual's belief in his or her own ability to respond to novel or difficult situations and to deal with any associated obstacles or setbacks.

Schwarzer, R. & Jerusalem, M. (1995). Generalized self-efficacy scale, in Weinman, J., Wright, S., & Johnston, M. (Eds), *Measures in Health Psychology: A User's Portfolio. Causal and Control Beliefs*, NFER-NELSON, Windsor, p. 35.

# Self-efficacy

## Self-efficacy



## **Normative beliefs...**

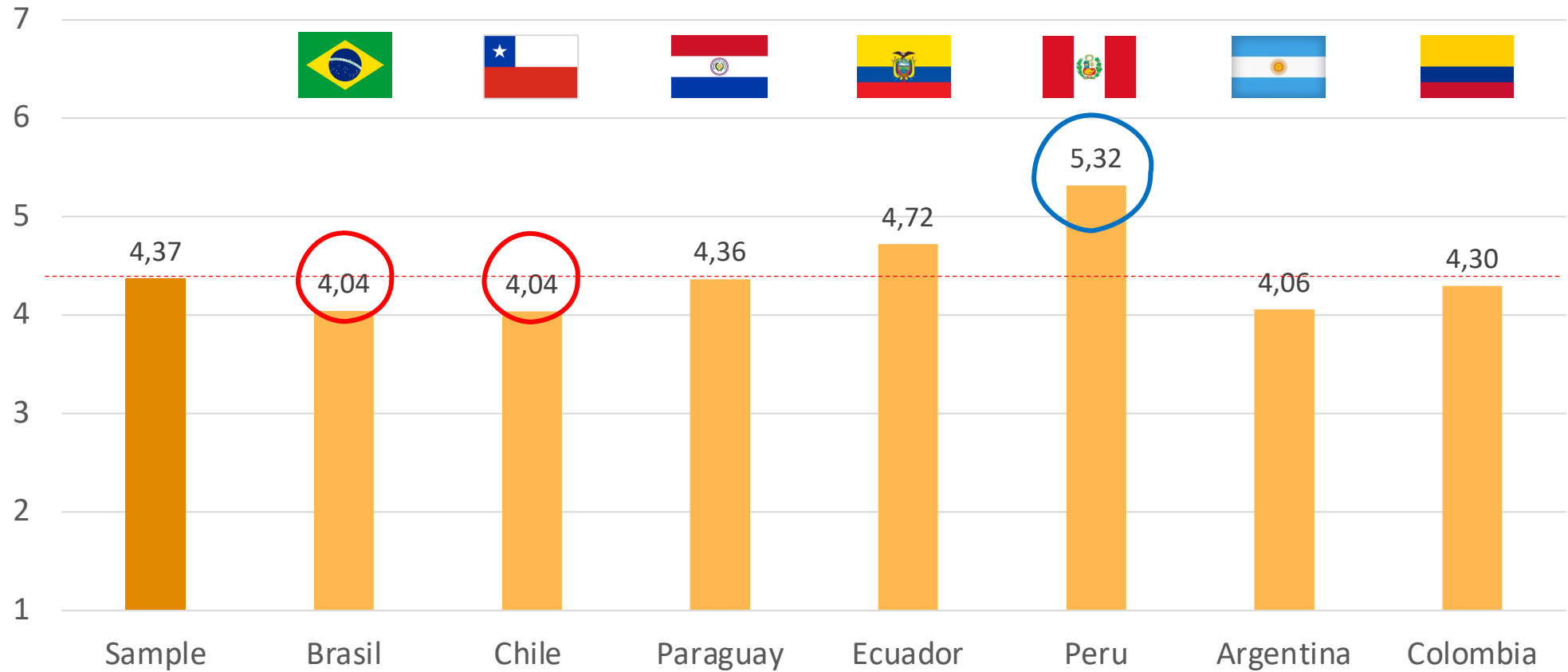
... concern the perceived probability that important referent individuals or groups will approve or reject a given behavior;

... are the norm that specifies how the subject should behave;

... are a person's willingness to conform to these norms, that is, to behave in keeping with the expectation of important referents.

# Normative beliefs

## Normative beliefs



## **Institutional environment is formed by...**

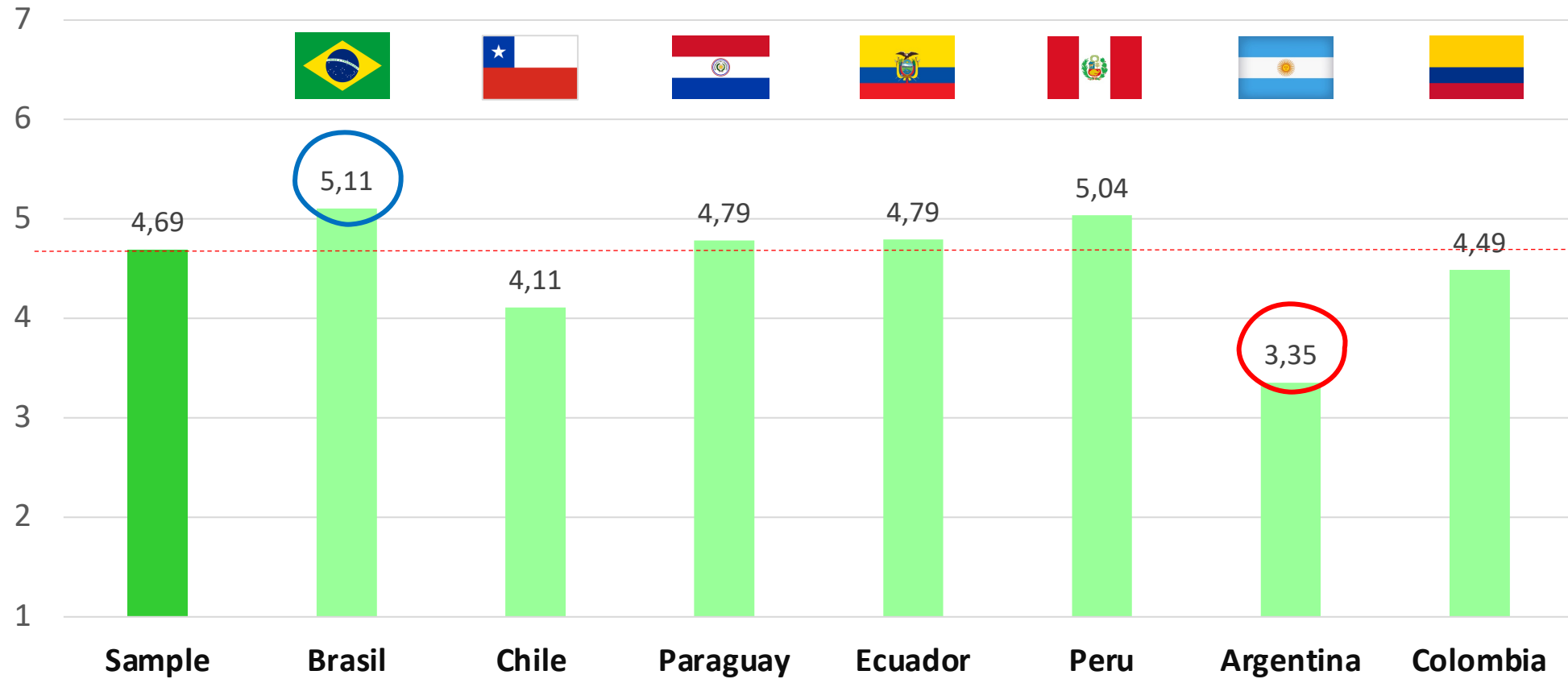
The regulatory dimension of the institutional profile consists of laws, regulations, and government policies that provide support for new businesses, reduce the risks for individuals starting a new company, and facilitate entrepreneurs' efforts to acquire resources.

The cognitive dimension consists of the knowledge and skills possessed by the people in a country pertaining to establishing and operating a new business.

The normative dimension measures the degree to which a country's residents admire entrepreneurial activity and value creative and innovative thinking.

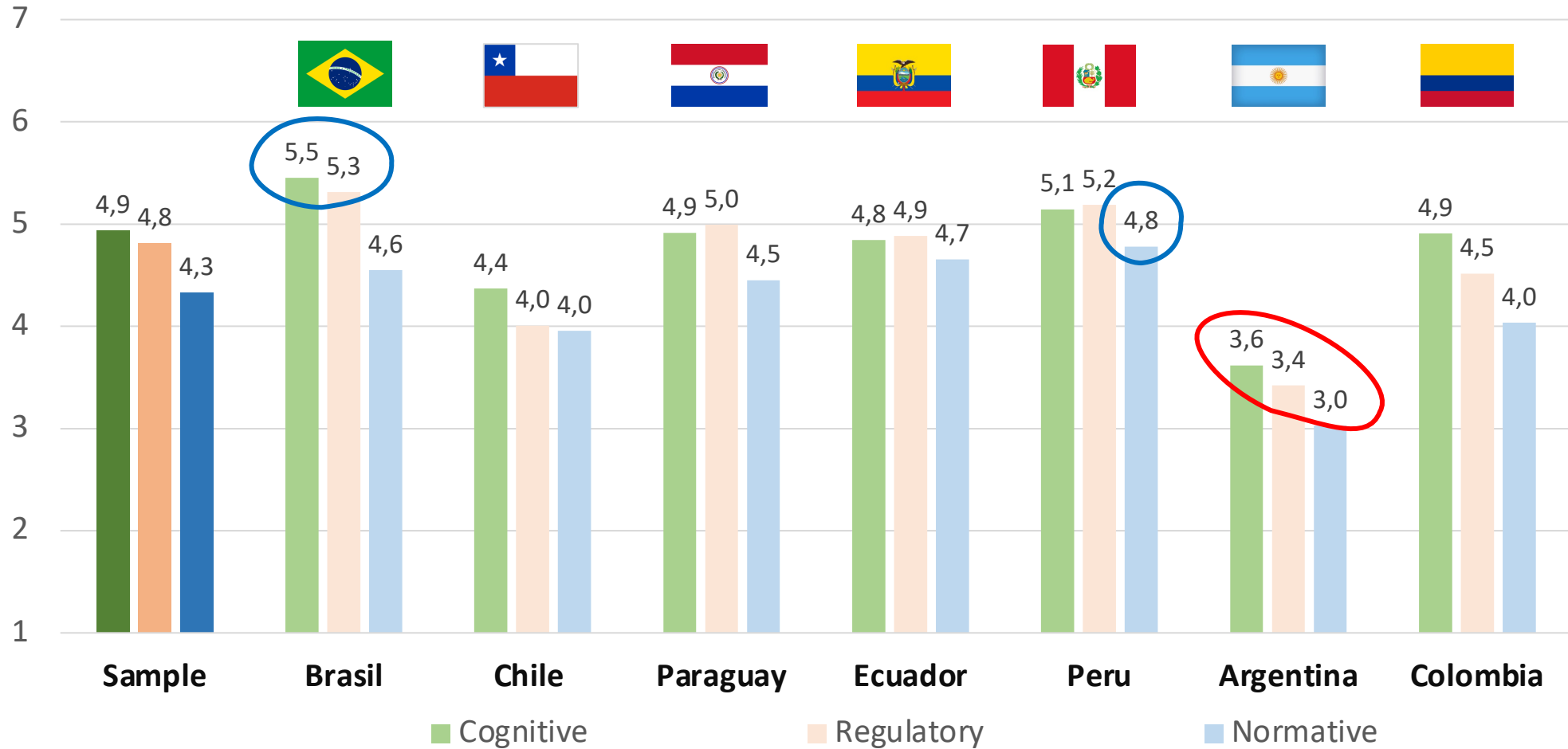
# Institutional environment

## Institutional environment



# Institutional environment

## Institutional environment



## University support aims to...

Foster entrepreneurial activities among students, for example, technology transfer offices and faculty consultants, university incubators and physical resources and university venture funds.

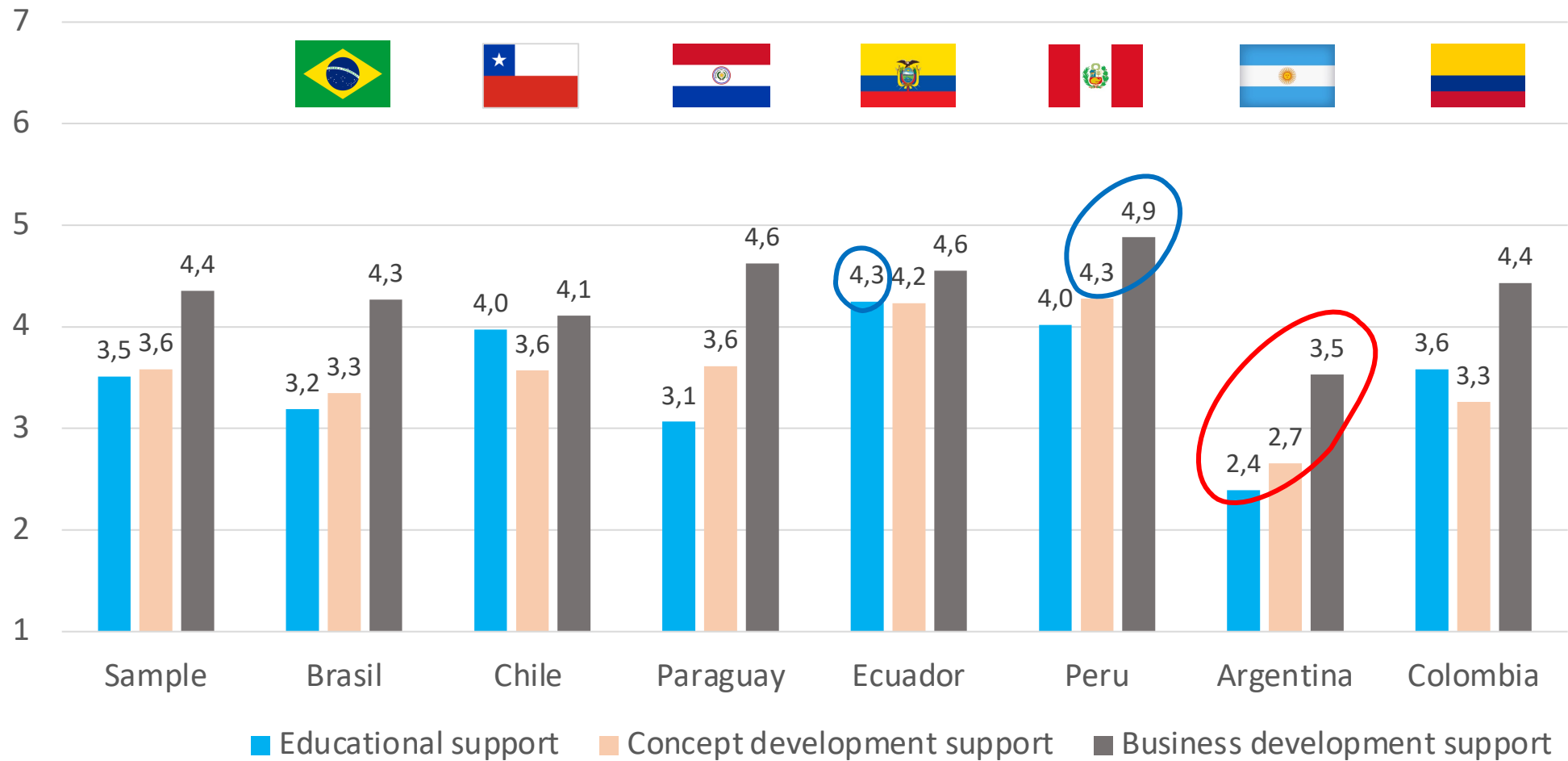
Position universities as a hub of new venture creation by nurturing an entrepreneurial environment and contributing substantially to the economy and society

Is composed of 'perceived educational support', 'concept development support', and 'business development support'.



# University support

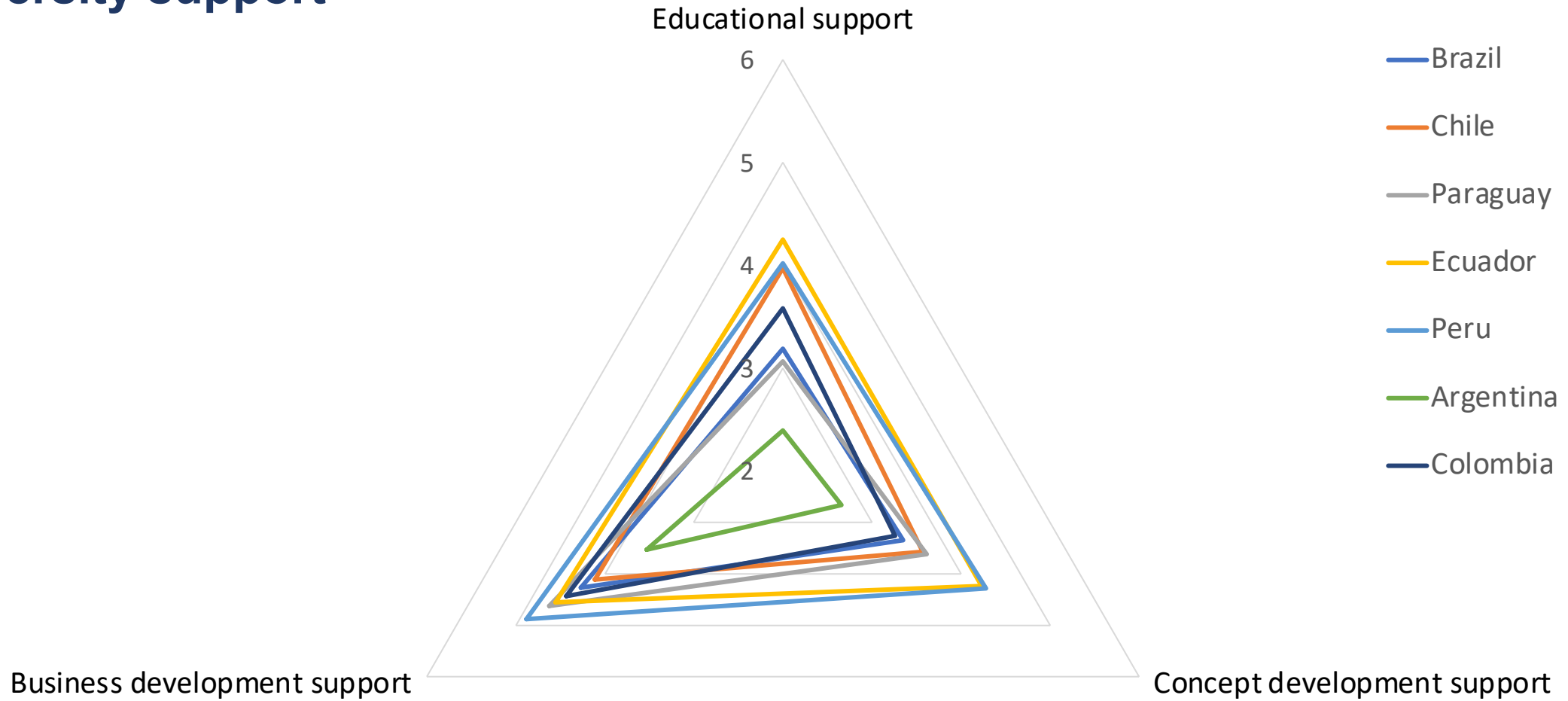
## University support





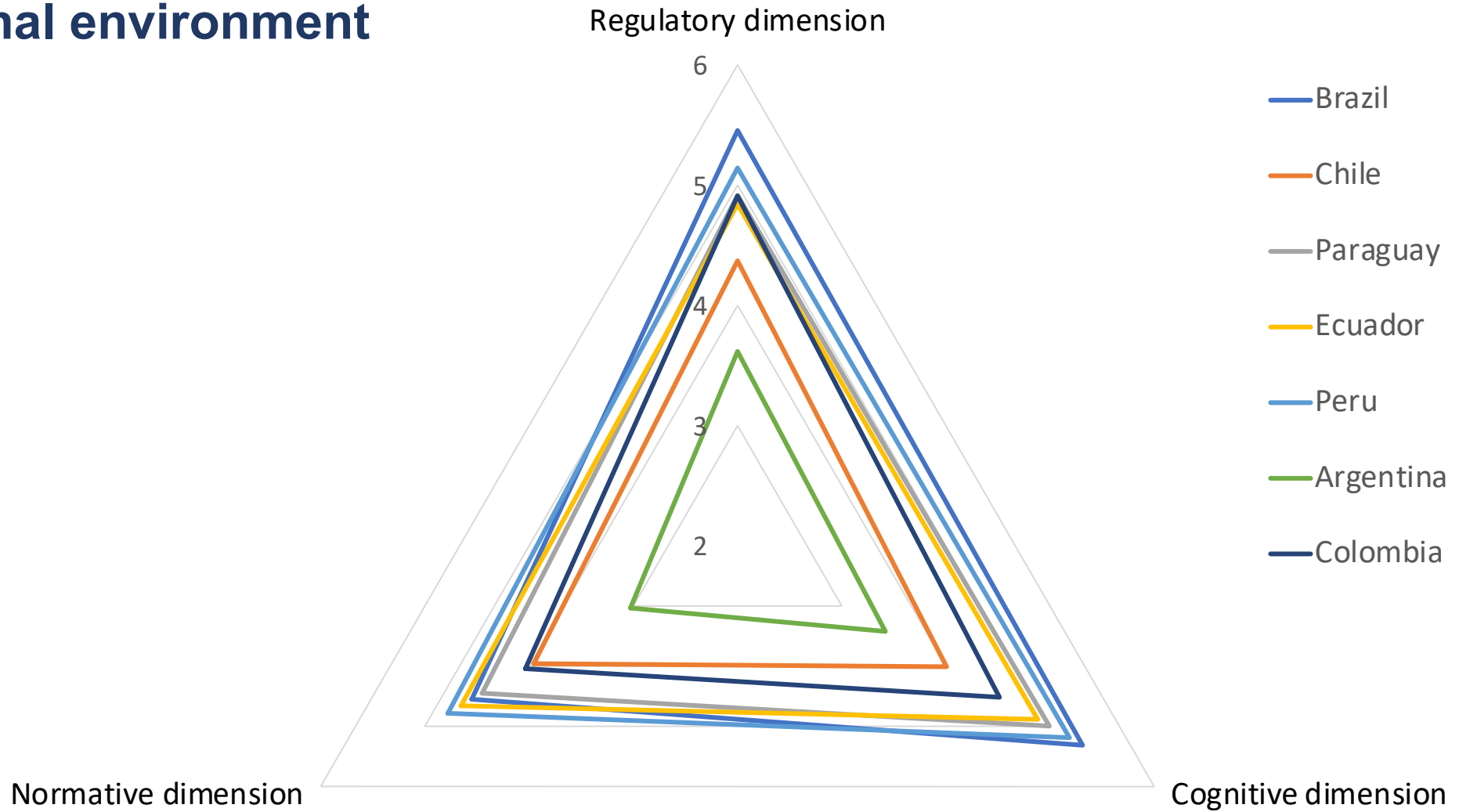
# General Results

## University support



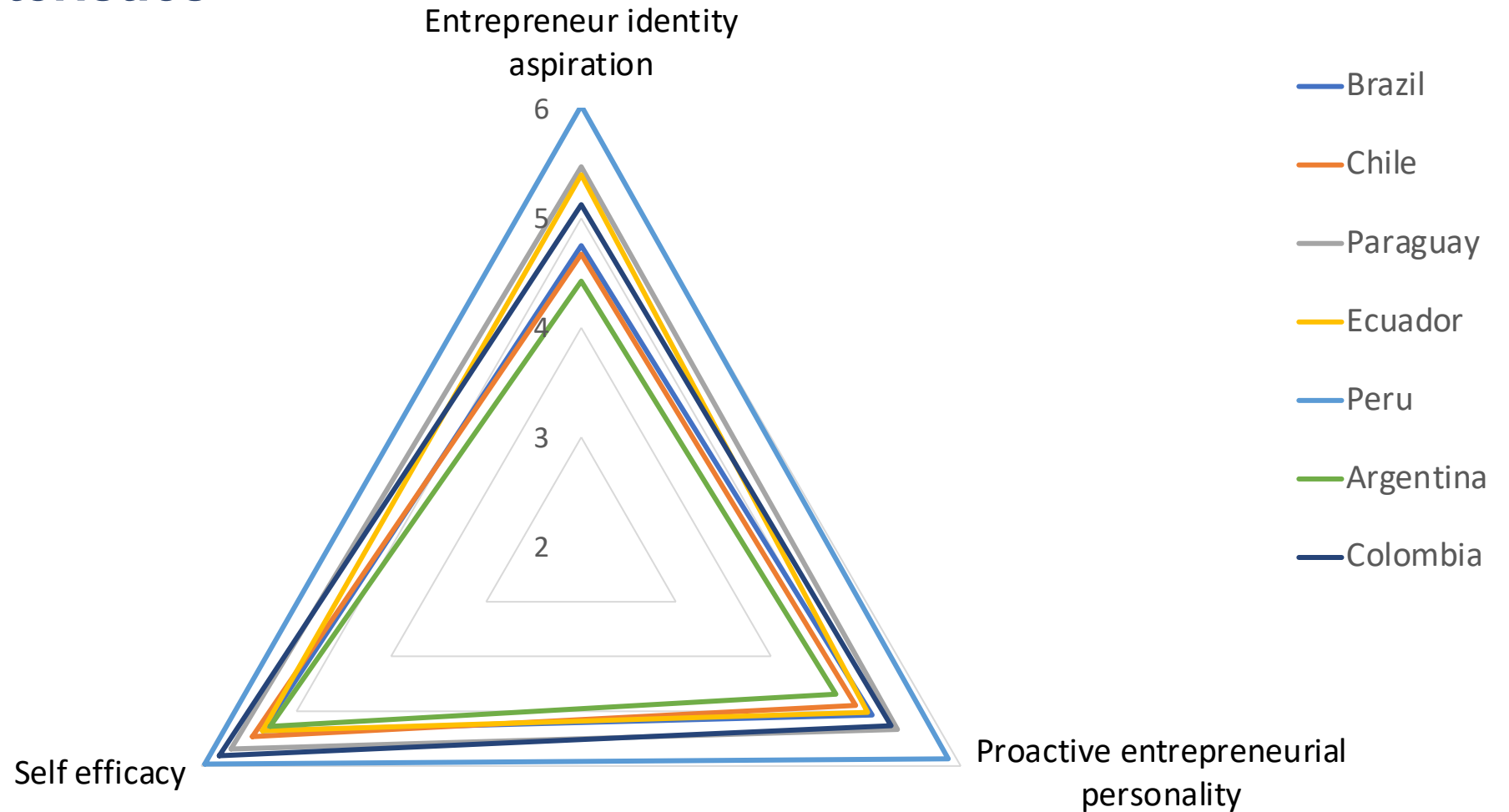
# General Results

## Institutional environment



# General Results

## Personal characteristics





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Peruvian students showed the highest perception in most dimensions.

They not only reported the highest entrepreneurial intention but also have a positive perception regarding university support, self-efficacy, and personal characteristics towards entrepreneurship.







Argentinian students showed the lowest entrepreneurial intention.

They have a low perception about university support and institutional environment.

Their perception about self-efficacy is also the lowest compared to the students in other countries.





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Latin American students perceive university support as the poorest dimension in the survey.

The result shows that universities still need to develop stronger competences to support entrepreneurship in Latin America.



# 4

The **normative dimension** of institutional environment showed a low perception compared to the cognitive and regulatory dimensions.

This dimension refers to how people value and admire entrepreneurs and innovative people in a country.





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Latin American students have a positive perception about their self-efficacy.

They feel confident that they can solve difficult problems and know how to handle stressful situations.

They also think that they have abilities to find solutions in challenging situations.

# Author Biographies

**Douglas Wegner** is a professor at FDC - Fundação Dom Cabral (Brazil). He holds a Ph.D. in Business Administration at Federal University of Rio Grande do Sul (Brazil), was visiting researcher at University of Dortmund (Germany, 2019), and at University of Sevilla (Spain, 2016). He has published papers in journals such as Journal of Management and Governance, Creativity and Innovation Management, Journal of Knowledge Management, International Journal of Entrepreneurial Behaviour & Research, International Review of Applied Economics, Journal of Cleaner Production, and Journal of Small Business Management. His current research interests include entrepreneurship, collaborative networks, network governance, and network orchestration.

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**Pietro Cunha Dolci** is a professor at UNISC - Santa Cruz do Sul University (Brazil). He holds a Ph.D. in Business Administration at Federal University of Rio Grande do Sul (Brazil, 2013), and was visiting researcher at Carleton University (Canada, 2011-2012). He has published papers in journals such as Supply Chain Management-An International Journal, Journal of Global Information Management, Journal of Enterprise Information Management, International Journal of Bank Marketing, Behaviour & Information Technology, International Journal of Logistics Systems and Management, International Journal of Entrepreneurship and Small Business, and International Journal of Accounting Information Systems. His current research interests include entrepreneurship, innovation, innovation ecosystems, co-creation, IT governance, network governance, supply chain governance, IT investment, IT in Small Business and IT in education.

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**José Milton de Sousa-Filho** is a full professor of management at University of Fortaleza (Brazil). He holds a Ph.D. in Business Administration at FGV São Paulo School of Business Administration (FGV-EAESP) (Brazil, 2013), was visiting researcher at HEC Montreal (Canada, 2012), and at EGADE Business School, Tec Monterrey (Mexico, 2016). He has published papers in journals such as Journal of Business Ethics, Journal of Business Research, Journal of Business Venturing Insights, Journal of Cleaner Production, Nonprofit and Voluntary Sector Quarterly, among others. His current research interests include entrepreneurship, innovation, and sustainability.

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# Thank you!

## Partnership Institutions:

