

# Mediating Role of Attitudes to Enhance the Creativity Disposition towards Entrepreneurial Intention

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**ABSTRACT**---The purpose of this research was to examine the mediating role of attitude to enhance the creativity disposition towards entrepreneurial intention. The population of this research comprised on university students in Pakistan. 313 students were selected as the sample from the seven universities. Stratified random sampling technique was executed. Cross sectional and quantitative research design based on survey method was used for this research. Questionnaire comprised on three sections was used for data collection. Smart PLS-3 used to assess the hypothesis of this study. The Results of this study highlighted the significance mediating role of attitudes to enhance the creativity disposition towards entrepreneurial intention while attitudes and entrepreneurial intention have significance correlation between each other.

**KEYWORDS**---Attitudes; Creativity Disposition; Entrepreneurial Intention

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## I. INTRODUCTION

Entrepreneurship is synonymous to survive the current economic trends in different countries. It is, therefore, become a national concern worldwide (Arif, Bidin, Sharif & Ahmed, 2010; Rowley et al., 2011; Riaz et al., 2016). It contributes to the economic performance among countries; progress is through job creation, innovation and creativity (Biju&Vardhan, 2011). Therefore, innovation and creativity promote the business, ushered in new products and services and promoting capital investment and economic growth (Parnell, 2011). Entrepreneurship is responsible for the competition among healthy companies in a dynamic market, to improve and maintain economies, especially in the growing trend of globalization (Liu and Hu, 2010). There are mainly two concepts of entrepreneur; firstly to manage own business, it is the business concept of employment (Chen et al., 2013). Secondly, related to the behavior towards the business at the intersection of the dynamic perspectives of behavioral with creativity (Chiu, 2015). Additionally, entrepreneurship means to create something new with the time and effort, it is done by facing the uncertainties and limitations (Yunus, 2015). Further, entrepreneurship is the process of generating values by developing and uncovering opportunities by taking advantage of opportunities without regard to human and capital resources. In other words, the term 'entrepreneurship' means seizing the opportunities, which are uncertain (Shaikh, 2012; Sesen, 2013). The entrepreneurship function is considered the way in which one discovers and exploits opportunities that facilitate the creation of an enterprise or developing new business opportunities. Previous studies have shown that education should be based on the creativity, innovation, ability and skills for better outcome (Chen, Hu, Wang & Chen, 2011; Feng, 2013). On the other hand some scholars stressed on the entrepreneurial intentions

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(Fatoki, 2010, 2014;Zampetakis et al., 2011, 2015). However, previous studies had not investigated the mediating role of attitudes between creativity and EI relationship.

### **Problem Statement**

The open unemployment rate in Pakistan is indeed huge as evidenced from the statistics. In 2015, the Statistical Bureau reported that the number of unemployed based on educational level in Pakistan has reached 7,424,952 people. This phenomenon is very ironic given the educated young generation is jobless, contributing significantly to unemployment in Pakistan. Interestingly, the rate of open unemployment has a tendency to be higher in the group of the highly educated labor force. Unemployment of senior high school, diploma and university graduates is higher (9.9%, 12.2 and 11.6, respectively) compared to the elementary and junior high school leavers, which are only 3.4% and 7.8%, respectively. In addition, university and diploma graduates only contribute 5% and 3% to the labor force, while more than 50% of elementary school leavers have been successfully absorbed by the industries. Based on the figures above, it can be concluded that the higher one's education, the greater the chances to get into unemployment. It is due to the lack of job absorption from industries and the lack of interest in university graduates to join in entrepreneurial activities. Entrepreneurship studies encourage the graduates for financial assistance in future (Martinez et al., 2010; Ahmed et al., 2011; Ayobami&Ofoegbu, 2011; Edukugho, 2012; Godwin, 2013; Prakash et al., 2015; Soyulu, 2018; Granovetter, 2018). Unfortunately, there is a lack of government support to create a friendly entrepreneurial climate among university students by providing assistance to obtain any loan from financial sectors with lower interest.

## **II. Review of Literature**

Entrepreneurship is a competitive behavior that not only drives the new market and employment creation but also the creation of innovation in the market than can pay to economic growth (Abbas, 2018). The role of entrepreneurship is highly needed as the engine of economic broadening and job creation, in addition drivers of innovation in a country whereas, SMEs increase competition and entrepreneurship activities; As a result, they benefit the economy, innovation and total productivity( Papaleontiou-Louca, 2014).

Moreover, entrepreneur is characterized as a person who has great thoughts, flexibility, creativeness and innovativeness; in habit of conceptual thinking, and accepts change as an opportunity for business (Fritsch &Sorgner, 2013). They are seen as risk takers with optimism to succeed in business environment as well as sufficient self-confidence to start realizing their ideas, and desire independently (Padilla-Meléndez, 2014). Therefore, individual entrepreneurial idea should be considered as a substantial for economic growth. The entrepreneur's intentions are crucial to predict entrepreneurial behavior (Arendt &Brettel, 2010; Zhang &Duan, 2010; Lee et al., 2011; Gerba, 2012). Business intentions are used to visualize students who participate in business activities (Ariff et al., 2010; Tepper&Kuh 2010). Additionally, the intention is to predict behavior, other specific positiveattitudes can predict the intention. Therefore, intention is a means that improves the understanding of real behavior (Ajzen, 1987, 1991). At the same time, the intention of the entrepreneur is to motivate people to choose a job on their own or establish their own business (Fayolle&Liñán, 2014; 2015). Moreover, Entrepreneurial intentions are people's struggles for entrepreneurial behavior. Therefore, consider three motivational aspects or preconditions

that influence business behavior, including attitudes towards entrepreneurship; recognizes the social pressure to participate or not in doing business; and recognizes the difficulty of dealing with business work (Ajzen, 1991; Liñán and Chen, 2006). Creativity is to innovate the valuable stuffs as a combination and reorganization of knowledge (Chen, Li, Li, Zhang & Dong, 2013). On the other hand, Chiu (2015) argued that innovation is a necessary condition to continue reshaping the business and suggests freeing people's imagination through entertainment and entertainment. Creativity is the human ability to think, modify, discover and create something (Yunus, 2016). However, Batchelor and Burch (2012) investigated that creativity have strongly significance effect on entrepreneurial intentions. But, the research deviated from few previous studies by focusing on entrepreneurial students' Perceived Innovativeness, supposing that the potential entrepreneurs could only perceive the possession of individual traits that reflect creativity (Ayob et al., 2011). In addition, it is important for students to be able to perceive the possibility of producing new and practical ideas or products out of their own creativity (Darini, Pazhouhesh, & Moshiri, 2011). This is because creative thinking is an important skill for university graduates (Papaleontiou- Louca, Varnava-Marouchou, Mihai, & Konis, 2014). In addition, establishment of new ventures is considered the most significant force for economic development (Saarenketo, Puumalainen, Kuivalainen & Kyläheiko, 2009). Recognised as the process of conceptualization and execution (Quan, 2012), the importance of new business creation is in its contribution to creating jobs, providing efficiency, increasing productivity, developing structural changes, and thereby stabilizing the society, improving innovation, increasing industrial competition, besides coming up with a variety of products and solutions to problems (Chen et al., 2012; Fritsch & Sorgner, 2013). It focuses on the theory of EI; the intention is to understand the process of creating a new business (Bird, 1988) the best elements. Kirby (2006) also suggested that EI is a key factor for the development of the entrepreneurship. Therefore, factors associated with individual key role in the identification and description of the business on corporate individual intention (Bird, 1988; Kruger & Carsrud, 1993). Generally, EI is a perception and willpower of individuals to build a fresh industry (Bird, 1988; Hmieleski et al., 2006; Thompson, 2009; Linan, 2004). Many of the entrepreneurship studies are pointing to predict entrepreneurial intention and attitudes. This method is through research that shows that good intentions in many different contexts to predict the actual behavior of support (Sutton, 1998). These models predict core business intentions. Both models proposed intention is to carry out pre-formed, but the intention of the parties to form different mechanisms. It is designed for entrepreneurs and the degree of preference, perceived viability and tendency to act interpreted EI. The theory of Planned Behavior (Ajzen, 1991) and supported with the Shapero's Entrepreneurial Event (Shapero & Sokol, 1982), general model of human behavior. These three premises, which is intended to be interpreted in this model is the attitude, personal norm and perceived behavioral control (Guzmán-Alfonso & Guzmán-Cuevas, 2012; Fields & Bisschoff, 2013).

### STUDY FRAMEWORK

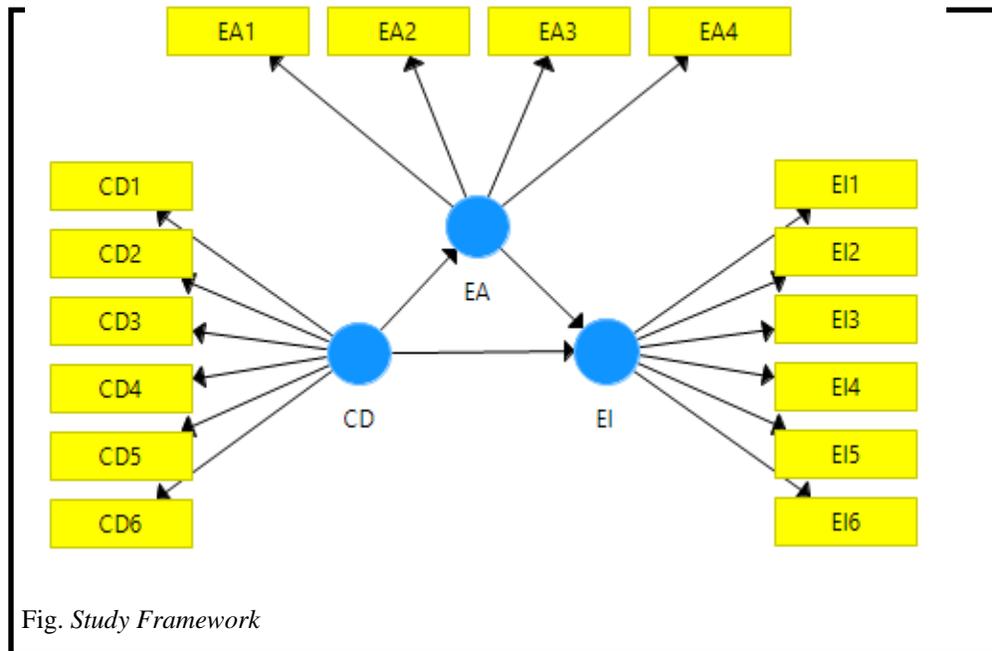


Fig. Study Framework

### HYPOTHESIS

- H01. There is no significance relationship between creativity disposition and entrepreneurial intention.
- H02. There is no significance relationship between creativity disposition and entrepreneurial attitudes.
- H03. There is no significance relationship between entrepreneurial attitudes and entrepreneurial intention.
- H04. There is no significance mediating effect of attitudes to enhance the creativity disposition towards entrepreneurial intention.

### III. METHODOLOGY

In this study creativity disposition was an independent variable while entrepreneurial intention was dependent variable and entrepreneurial attitude was used as a mediator. The students from universities in Pakistan were the population of this research whereas 313 students were selected as the sample from the seven universities (BZU, IUBB, UOF, NUST, GCUF, QAU, PU). Stratified random sampling approach was followed. Krejcie and Morgan (1970) Model was followed for administered the sample size. Cross sectional and quantitative research design based on survey method was used for this research. Questionnaire comprised on three sections was used for data collection i.e. creativity disposition questionnaire was adopted from (Zhou & George, 2001), entrepreneurial attitudes from (Kolvereid, 1996a) and entrepreneurial intention from (Linan& Chen, 2009). Smart PLS-SEM-3 used to assess the hypothesis of this study. Measurement and Structural Model was applied to analyze the data.

Table 1: Sample of the study

University	Populatio n	Sample
BZU	1400	33
IUBB	1700	40
UOF	900	22
NUST	1200	29
GCUF	2100	50
QAU	1300	32
PU	4500	107
Total	13100	313

#### IV. FINDINGS

##### Descriptive Statistics

Table 2: Descriptive Statistics

Constructs	Mean	Std. Deviation
Creativity Disposition	4.93	1.04
Entrepreneurial Attitudes	5.12	1.27
Entrepreneurial Intention	4.69	1.03

Descriptive analysis used to investigate the average value of the measurement scale. In this study seven points likert scale was used to determine the response of the participants. Hence, 3.5 is suggested the average value of the scale. In this study all the variables indicate the mean value more than cut score 3.5, it indicates that all the variables are moderate. The findings are shown in following table.

##### Measurement Model Assessment

Measurement model was assessed to evaluate the coefficient value, loading and Mean value of the indicators and variables of the research. It was assessed by computing Smart PLS-3. Ringle (2006, 2012), Henseler et al (2009) and Hair et al (2013) recommended the coefficient 0.7 or more and Mean 0.5 or greater, Chin (1988) loading 0.6 or above are acceptable values.

Table 3: Internal Consistency

Constructs	Indicators	Loading	Reliability	AVE
Creativity Disposition	CD1	.69	.81	.62
	CD2	.73		
	CD3	.78		
	CD4	.82		
	CD5	.81		
	CD6	.80		
	CD7	.76		
	CD8	.79		
Entrepreneurial Attitudes	EA1	.73	.84	.66
	EA2	.77		
	EA3	.76		
	EA4	.81		
Entrepreneurial Intention	EI1	.84	.89	.69
	EI2	.76		
	EI3	.78		
	EI4	.72		
	EI5	.81		
	EI6	.72		

Additionally, for evaluating the discriminant validity Fornell and Larcker criterion was conducted. It proposed, the highest value of the constructs should be greater than all the values of other variables (Fornell & Larcker's, 1981; Henseler et al., 2009; Hair et al., 2013).

Table 4: Fornell and Larcker's Assessment

Constructs	1	2	3
Entrepreneurial Intention	.79 3		
Creativity Disposition	.42 9	.823	
Entrepreneurial Attitudes	.45 1	.481	.784

**Structural Model Assessment**

The structure model assessment is used to evaluate the relationship among the latent constructs and check the strength of the conceptual model (Wong, 2013; Hair et al., 2013). For this concern the direct (path coefficient) and mediating (specific indirect) effect was investigated between the constructs. It is best source for examining the multicorrelational constructs (Ringle et al., 2006, 2012; Hair et al., 2011) additionally, t-value should be greater than 1.69 and p-value that should be less than .05 (Henseler et al., 2009).

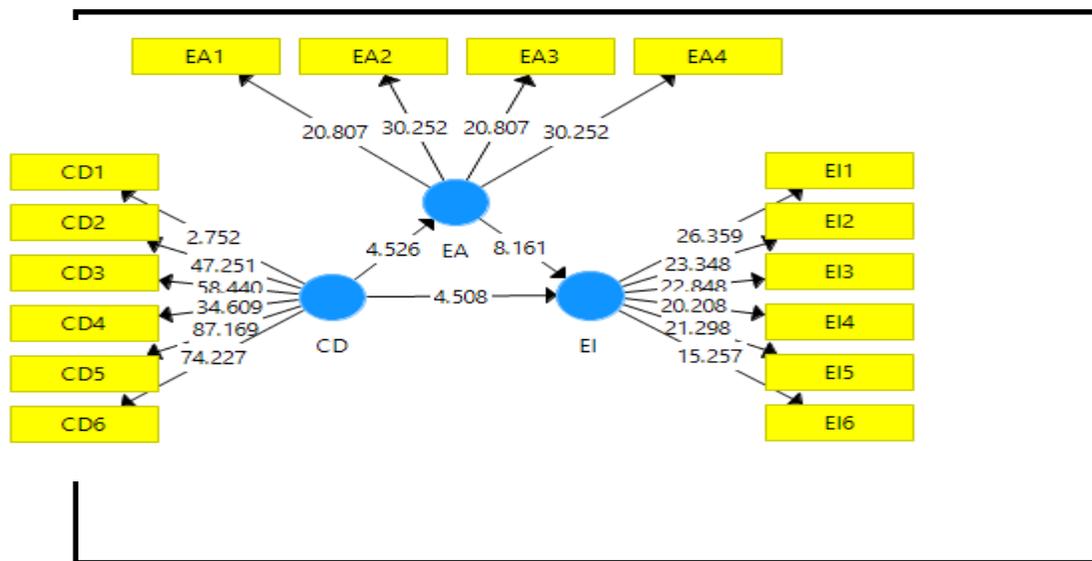


Fig. Path Coefficient (Indirect Effect)

Table 5: Path Coefficients

Hypothesis	Beta	T	P	Decision
H 1 There is no significance relationship between creativity disposition and entrepreneurial intention.	0.22	4.5 2	.00*	Rejected

H 2	There is no significance relationship between creativity disposition and entrepreneurial attitudes.	0.19	4.5 0	.00*	Rejected
H 3	There is no significance relationship between entrepreneurial attitudes and entrepreneurial intention.	0.44	8.1 6	.00*	Rejected

Table 6: Specific indirect effect (Mediating effect)

	Hypothesis	Beta	T	p	Decision
H 4	There is no significance mediating effect of attitudes to enhance the creativity disposition towards entrepreneurial intention.	0.10	3.5 8	.00*	Rejected

### Coefficients of Determination (R<sup>2</sup>)

The examination of the (R<sup>2</sup>), the endogenous latent variables grounded on threshold of acceptable values of R<sup>2</sup> is 0.19, 0.33, and 0.67 indicated weak, moderate, and strong respectively (Chin, 1998; Henseler et al., 2009).

Table 7: Coefficients of Determination (R<sup>2</sup>)

Variables	R <sup>2</sup>	Range
Entrepreneurial Intention	.39	Moderate

### Effect Size (f<sup>2</sup>)

Where *R<sub>included2</sub>* is the R<sup>2</sup> value of the endogenous construct when a specific exogenous variable is included and *R<sub>excluded2</sub>* is the value of such endogenous variable when that particular exogenous variable was omitted from the model (Hair et al., 2011). Therefore, f<sup>2</sup> values of 0.02, 0.15, and 0.35 are proposed as weak, moderate and strong effects (Cohen, 1988), It is measured through this formula;

$$\text{Effect size: } f^2 = \frac{R_{included2} - R_{excluded2}}{1 - R_{included2}}$$

Table 8: Effect Size (f<sup>2</sup>)

Endogenous	Exogenous	f <sup>2</sup>	Effect size
Entrepreneurship Intention	CD	.	Strong

	37	
EA	.	Moderate
	16	
ATE	.	Strong
	33	

**Predictive Relevance Value (Q<sup>2</sup>)**

Q2 value was administered through blindfolding by the Stone-Geisser criterion for evaluating the strength of the model (Henseler et al., 2009; Hair et al., 2013). The Q2 value should > 0 (Hair, 2011; 2013).

Table 9: Predictive Relevance Value (Q<sup>2</sup>)

Total	SSO	SSE	1-SSE/SSO
EI	589	369.41	.297

**V. CONCLUSIONS AND DISUSSION**

The conclusion recommended that there was a positive relationship between creativity disposition and entrepreneurial intention. Moreover, the entrepreneurial attitude has significance mediating effect between the correlation of creativity disposition and entrepreneurial intention (Riaz et al., 2016; Anjum, Ramzani, Farrukh, Raju, Nazar&Shahzad, 2018). As the number of Pakistani youths under 30 represents more than 1/2 the total population, the youth unemployment rate continues to grow. Therefore, Pakistan has a great workforce. If these workers are not absorbed by the industry, this could lead to a demographic disaster (Pakistan - Investment, 2015). The World Bank (2014) reported that the youth unemployment rate in the country is unusually high between 15 and 24 years. The World Bank representative recently issued a warning about youth unemployment in Pakistan. Due to this fact, people aged 15 to 24 years dominate the highest unemployment rate in Pakistan. This is very ironic because newly graduated university graduates, vocational school graduates and high school graduates face difficulties finding a job (Pakistan - Investment, 2014). Student predisposition toward entrepreneurship is an imperative framework for the formation of fresh business (Sieger, Fueglistaller, Zellweger, 2014). The attitude indulgence of students can foster the intention and desire to initiate new business endeavors in the future (Indarti, Rostiani&Nastiti, 2016). Students educated at college are in the offing to be successful entrepreneur initiators. The further studies must be conducted with different variables in order to attract the graduates towards entrepreneurship.

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