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Factors affecting the enterprise environment to start-up intention of students in the university of economy in the mekong delta, vietnam

Factores que afectan el entorno empresarial a la intención de puesta en marcha de los estudiantes de la universidad de economía en el delta del mekong, vietnam

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Nguyen Giac Tri
Phd in economic, faculty of economics, dong Thap University, Vietnam address: 783-pham huu lau street, ward 6, cao lanh city, dong thap province, 870000, vietnam
ngtri@dthu.edu.vn
https://orcid.org/0000-0002-8378-5282

Resumen

Este estudio tiene como objetivo evaluar los factores que afectan el entorno de las start-ups a la intención emprendedora de los estudiantes que se especializan en economía en las universidades del delta del Mekong. Los datos de investigación se recopilan de 500 estudiantes de último año, con especialización en economía de 10 universidades en el delta del Mekong, con un alto porcentaje de estudiantes que inician un negocio después de graduarse. El estudio se llevó a cabo a través de dos fases: investigación cualitativa e investigación cuantitativa. Además, se seleccionó el método de análisis de datos para evaluar la confiabilidad de la escala Alfa de Cronbach; análisis factorial exploratorio (AGE); Prueba de coeficiente de correlación de Pearson para medir la relación entre variables; Análisis de regresión lineal. Los resultados de la investigación muestran que los factores ambientales, incluidas las barreras percibidas en el entorno de la puesta en marcha, el entorno para fomentar el espíritu empresarial en la universidad y la percepción social de los propietarios de negocios, influyen en la intención de iniciar un negocio de los estudiantes.

Palabras clave: Intención de iniciar un negocio, entorno de puesta en marcha en la universidad, barreras percibidas en el entorno de la puesta en marcha.

Abstract

This study aims to evaluate the factors affecting the start-up environment to the entrepreneurial intention of students majoring in economics at universities in the Mekong Delta. Research data is collected from 500 final year students, majoring in economics of 10 universities in the Mekong Delta with a high percentage of students starting a business after graduation. The study was carried out through two phases: qualitative research and quantitative research. Besides, the data analysis method was selected to assess the reliability of the Cronbach's Alpha scale; exploratory factor analysis (EFA); Pearson correlation coefficient test to measure the relationship between variables; linear regression analysis. The research results show, environmental factors including perceived barriers in the start-up environment, environment to encourage entrepreneurship at university and social perception of business owners have an influence on the intention to start a business. students' careers.

Keywords: Intention to start a business, start-up environment at university, perceived barriers in the startup environment.

Introduction

Entrepreneurship associated with economic development and wealth creation, introducing new products, solution cycles and services to consumers and manufacturers, is meaningful work for those who like power, challenges and opportunities to promote creativity (Lim et al., 2010). Entrepreneurship is an important factor in the economic development of countries called the startup capital variable, besides the traditional three variables, which are physical capital, human capital and knowledge (Audretsch, 2009). Incremental startups drive economic growth, contribute to technological change, and create more jobs. Governments in both developed and developing countries have devoted many supportive policies and efforts to promote entrepreneurship among young people, especially among students, encouraging them not to work as hired laborers but create your own jobs, increasing the number of enterprises for economic development (Fayolle & Linan, 2014). Therefore, research on the factors affecting student entrepreneurship is a topic of leading interest in business and entrepreneurship (Ghulam & Linan, 2011).

Previous studies in the world suggested that environmental factors such as institutional, socio-cultural, and family plays an important role in the start-up process (Gnyawali & Fogel, 1994). The current environmental factors of the prospective entrepreneur's current situation can either support or inhibit the entrepreneurial process (Elfving & Carsrud, 2009). The individual's startup environment can be a factor of the actual business environment or an individual's perception of the startup environment. Many previous studies on start-ups show that the start-up environment or, more precisely, the individual's perception of the start-up environment have a lot of influence on the individual's entrepreneurial intention because In essence, starting a business or choosing a career is the result of human perception (Baughn et al., 2006).

Many previous studies have been interested in the influence of barriers in the start-up environment on entrepreneurial intentions (Hadjimanolis, 2016; Luthje & Franke, 2003; Schwarz et al., 2009; Robertson et al., 2003; Turker & Sonmez, 2009). However, previous studies have provided mixed evidence for this relationship. Research by Hadjimanolis (2016); Shahid et al (2017); Schwarz et al. (2009) provide evidence that environmental

barriers have no impact on entrepreneurial intentions while that relationship in the study of Luthje & Franke (2003) is significant. Schwarz et al. (2009) said that for university students, not only affected by the general startup environment of a region or country, but also greatly affected by the startup environment at university. Turker & Sonmez (2009), Fayolle & Linan (2014) argue that the university environment combined with the national start-up environment creates a common context for entrepreneurship and affects the concept and orientation of career choices of students. students, a combined model of common environmental factors and university environment will better explain students' entrepreneurial intentions. Furthermore, previous studies have often been conducted in developed countries with relatively different social characteristics than in Viet Nam, transitional economy of East Asian cultural society.

In a collectivist society like in Asian countries, the social environment has a great influence on an individual's thoughts and views (Begley & Tan, 2001). Therefore, this study combines factors of social perspectives on entrepreneurship, university environment and general entrepreneurial environment barriers into the same research model affecting entrepreneurial intention in university students. group of economic - business administration majors in the Mekong Delta region, thereby proposing policy implications to promote the entrepreneurial spirit of students in the region in the coming time.

THEORETICAL BASIS AND RESEARCH MODEL

Intention to start a business:

Entrepreneurship: According to Begley & Tan (2001) entrepreneurship is defined as starting or creating a new business. Stemming from theories of social perception and theory of rational behavior, and with the view that entrepreneurship is a type of planned behavior, previous studies suggest that although entrepreneurs Starting a business is to exploit and take advantage of a market opportunity, but before coming to the decision to establish a business, an entrepreneur has to think, enjoy and intend to start a business, from which they seek to start a business. opportunities, seeking financing and partners (Begley & Tan, 2001; Linan & Chen, 2009; Krueger et al., 2000).

Entrepreneurship intention can be defined as an individual's intention to start a new business, a process that directs the planning and implementation of a business creation plan (Krueger et al. , 2000).

The start-up intention is rooted in recognizing the opportunity, use available resources and the support of the environment to create your own business. According to the theory of planned behavior, entrepreneurial intentions have the ability to predict future entrepreneurial behaviors (Ajzen, 1991). On this basis, Research on startup intentions is really meaningful in the field of entrepreneurship (Linan & Chen, 2009).

The relationship between barriers in the startup environment and entrepreneurial intention:

In previous studies, researchers have determined that entrepreneurial intention is affected by perceived barriers from the startup ecosystem, startup environment conditions (Lim et al., 2010; Clercq et al., 2011). In which, the perception of barriers in the start-up environment is an individual's perception of the difficult conditions in the environment that may be encountered in the process of starting a business (Schwarz et al., 2009). The start-up environment includes all factors that affect the individual's start-up process from institutions, market competition, support policies, and start-up-related services (Gnyawali) & Fogel, 1994).

According to the entrepreneurship intention model proposed from Ajzen's (1991) theory of planned behavior, entrepreneurship is not an action of a moment but a result of a whole process. This process starts from the individual with a positive attitude towards entrepreneurship, under different conditions of the environment the positive attitude may or may not ever turn into actual entrepreneurial intentions and actions. An intention to start a new business may not be formed because the individual finds many difficulties in the surrounding environment (Krueger et al., 2000). Schwarz et al. (2009), Robertson et al (2003) argue that the perception of difficult conditions and barriers in the start-up environment is an important factor affecting the intention to start a business. Barriers in the environment can make an individual with a good attitude towards entrepreneurship never conduct entrepreneurial behaviors (Turker & Sonmez, 2009).

If students feel that they will find it difficult to get loans, difficult to come up with new ideas, and the current policy is not favorable for the birth of startups, the intention to start a business will be low (Luthje & Franke, 2003).

H1: Perceived barriers in the start-up environment have a negative impact on the intention to start a business.

The relationship between social perception of business owners and entrepreneurial intention:

Entrepreneurship social identification is an individual's perception of whether an entrepreneur will be appreciated or underestimated by others in society when choosing a career in self-employment (Nasurdin, 2009; Baughn et al., 2006). The social concept of business owners reflects the position in society of business owners. The opinion of society can positively or negatively affect an individual's thinking because the person himself is a product of the beliefs of the social environment. Studies in China, Japan, and the Philippines all show that in Eastern cultures, the collective culture of individuals is often more sensitive and interested in social evaluations and perceptions of actions. their own (Begley & Tan, 2001; Shahid et al., 2017). The way in which society perceives entrepreneurs and entrepreneurs plays an important psychological role in research on individual entrepreneurship (Baughn et al., 2006).

Social factors play an important role in motivating individuals to start a business such as the availability of entrepreneurial resources, technical support or information (Kristiansen & Indarti, 2004). The perception of position, the respect of the society for those who take risks as business owners, will affect the attitudes of individuals in society when faced with career choices. In particular, Begley & Tan (2001) affirmed in their research in Eastern cultures that occupation represents an individual's social position. Social position is the basis of social class. Therefore, the individual's career choice is the expression of social class, which is the basis for an individual to gain position, prestige, strength and wealth in society.

In a society with a positive attitude about business owners, individuals in the society value and appreciate business owners, business owners are considered to be of a high class and status compared to other occupations and are considered highly respected. honoring increases the individual's desire to start a business in the future (Beyleg & Tan, 2001; Baughn et al., 2006).

H2: Social perception of business owners positively affects the intention to start a business.

Relationship between university entrepreneurship environment and entrepreneurial intention:

Universities play an important role in fostering entrepreneurship in students because educational institutions are the best place to transmit culture, thinking, creative thinking, innovation not entrepreneurial risk aversion for students (David et al., 2007). Practice shows that MIT and Harvard have a very high percentage of students starting a business because the school has an environment where many students start up and start a successful business, creative ideas and innovations are encouraged (Luthje & Franke, 2003).

Many studies have supported the view that education and training is one of the most important factors in human development and human resources (Ghulam & Linan, 2011; David et al., 2007). Accordingly, later with the emergence of social psychology-based studies on intended behavior, many studies around the world have shown that university training programs, university learning environments, With the support of the university, student activities at university have a positive impact on students' desire, interest and orientation to start a business in the future (Luthje & Franke, 2003).

H3: The startup environment at university has a positive effect on the intention to start a business.

In this study, the proposed research model is inherited by the author based on the research approach of Schwarz et al (2009); Luthje & Franke (2003); Linan & Chen (2009) and some other research models on the factors affecting the entrepreneurial environment on the intention to start a business, the author proposes a research model as presented in (Figure 1).

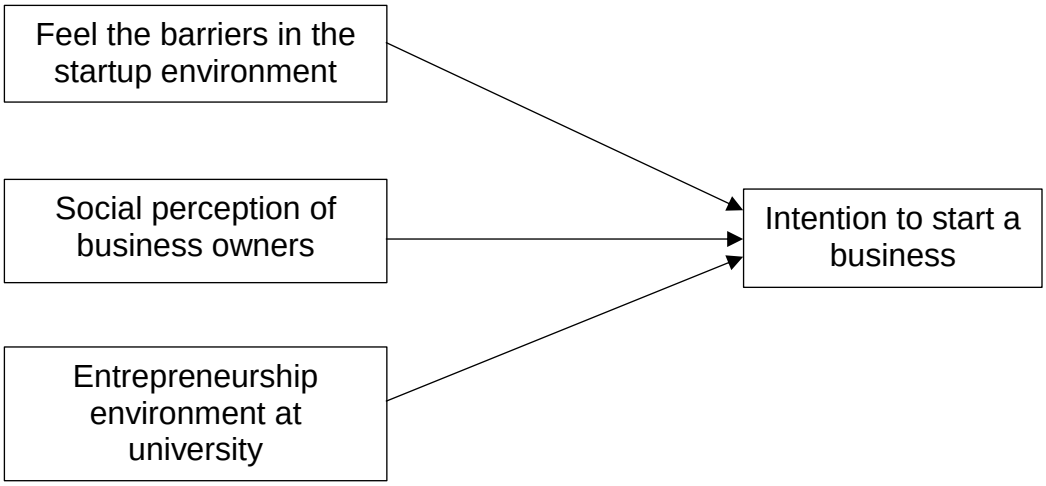

Figure 1. Proposed research model

Materials and Methods

Scale development

The scale for concepts in the research model is based on inheritance and correction from previous studies. Specifically, the factor Environmental barriers to starting a business has 6 variables observed from the study Luthje & Franke (2003); factor The concept of entrepreneurship has 3 variables observed from the study Nasurdin (2009); The university startup environment factor has 4 observed variables from the study of Schwarz et al (2009); Factor Intent to start a business has 5 observed variables from the study of Linan et al (2011). All observed variables measuring research concepts are evaluated using a 5-point Likert scale ranging from 1 (Strongly disagree) to 5 (Strongly agree).

Table 1: Scale of research concepts

Encode	Research concept	Number of observed variables	Reference source
RC	Barriers to start-up environment	6	Luthje & Franke (2003)
QN	Social perception of business owners	3	Nasurdin (2009)
MT	Entrepreneurship environment at university	4	Schwarz et al (2009)
YĐ	Intention to start a business	5	Linan et al (2011)

(Source: The data collection and analysis results)

Research phases

Qualitative research:

The author uses qualitative research methods with target group discussion techniques, uses convenient sampling method, selecting 2 groups; 01 group of alumni started their first year after graduation; 01 group of final year students intending to start a business, each group of 10 people participates in the discussion.

Quantitative research:

Formal research is a quantitative study aimed at assessing the reliability and validity of the scale of research concepts; Pearson correlation coefficient test to measure the relationship between variables... the data is collected by distributing survey questionnaires directly to students studying in this year. Finally, the economic sector of 10 universities in the Mekong Delta from March 1, 2023 to April 1, 2023, with an expected sample size of 550 students.

Data analysis:

- Testing the scale: Using Cronbach's Alpha coefficient to evaluate the quality of the construction scale. The scale is evaluated as good quality when: (1) Cronbach's Alpha coefficient of the population is greater than 0.6; and (2) The correlation coefficient - the sum of the observed variables is greater than 0.3 (Corrected Item - Total Corelation) (Nunnally & Bernstein, 1994).

- Exploratory factor analysis (EFA): helps to extract factors for further analysis. Factor loading coefficients are the criterion to ensure the practical significance of EFA. This coefficient greater than 0.3 is considered the minimum level, greater than 0.4 is considered important, greater than 0.5 is considered to be of practical significance (Hair et al., 1998). In this study, in order to improve the practicality and reliability of the research results, the author only selects the factors with the transfer coefficient greater than 0.5, the Kaiser-Mayer-Olkin (KMO) has the highest value. large value (between 0.5 and 1) and the total variance extracted is greater than 0.5 to ensure the explanatory content of the factors obtained from the results of EFA analysis.

Principal Component Analysis method and Varimax rotation will be used in this study to extract key factors.

- Pearson correlation coefficient test to measure the relationship between variables.
- Logistic regression model analysis method to analyze the factors affecting the start-up environment to students' entrepreneurial intention.

Result and discussion

Research sample information

After evaluating the quality of the survey questionnaires, the results showed that there were 500 quality questionnaires and 50 questionnaires were rejected because many respondents omitted or rated the same level. levels for multiple questions. Therefore, uses data collected from 500 students during the survey period to perform the next steps of analysis.

Table 2. Sample information

	Research sample structure	Quantity (People)	Ratio (%)
Public Universities	Can Tho University	73	15,2
	An Giang University	72	14,7
	Dong Thap University	59	12,1
	Tra Vinh University	58	11,8
	Kien Giang University	48	9,7
People' Universities	Tay Do University	39	7,5
	Vo Truong Toan University	38	7,5
	Nam Can Tho University	37	7,1
	Cuu Long University	38	7,3
	Long An University Industrial Economics	38	7,1
Gender	Female	309	63,8
	Male	191	36,2
Job of parents	Business owner	177	33,0
	Other occupations	323	67,0
Start-up activities participated	Have experience in starting a business	110	20,0
	No experience	440	80,0
	Total	500	100,0

(Source: The data collection and analysis results)

Evaluate the reliability of the scale

The study conducted coefficient cronbach's alpha analysis for each group of variables. Coefficient cronbach's alpha is a statistical test of the rigor or explainability for a research concept of a set of observed variables in the scale.

Table 3. Summary of coefficient cronbach's alpha values of variables

Variable	Symbol	Coefficient Cronbach's Alpha
Barriers to start-up environment	RC	0.86
Social perception of business owners	QN	0.82
Entrepreneurship environment at university	MT	0.72
Intention to start a business	YD	0.85

(Source: The data collection and analysis results)

Cronbach's Alpha coefficients of all scales range from 0.72 to 0.86 (Table 3). All variables have variable correlation coefficients - adjusted sum greater than 0.3. Thus, after testing, the scales of the factors are shown to be reliable and valid.

Testing the value of the scale by exploratory factor analysis (EFA)

After testing the appropriateness of the scale, the study conducted exploratory factor analysis (EFA). The analysis process for the independent variables was carried out twice, in which the factor loading coefficients in the analyzes were all values >0.5, showing the appropriate correlation between the observed variables (indicators) newspaper) and selection factors in the model. However, in the first time, due to not guaranteeing the "convergence value" of the same factor, the QN4 indicators were rejected.

Table 4. EFA factor analysis results for independent variables

Analysis EFA	CoefficientKMO	P-value	Quote variance	Factor loading	Conclude
First time	0.926	0.000	58.627	All >0.5	Remove indicator QN4
Second time	0.939	0.000	55.920	All >0.5	Eligible analysis

(Source: The data collection and analysis results)

Pearson's correlation coefficient test

The results of the correlation analysis show that all the independent variables have an impact on the dependent variable (Start-up intention). At the same time, there is a close correlation between the variables (the Sig coefficient (2-tailed) is all < 0.05). Therefore, to ensure the level of accuracy, it is necessary to carefully consider the role of the independent variable on the multivariable regression model by considering the level of impact of each independent variable on the dependent variable.

Analysis of regression model

The value Sig. < 0.05, and the normalized regression coefficient Beta is positive, all hypotheses from H1 to H3 are accepted. The independent variables in the model include: the concept of business owners, the startup environment at university has a positive impact on the intention to start a business and the perception of barriers in the start-up environment negative effect on entrepreneurial intention. At the same time, with the highest standardized regression coefficient among all the independent variables of 0.461, the university startup environment variable has the strongest impact on entrepreneurial intention. The next order of effects includes the perceived variable of barriers in the start-up environment with a standardized regression coefficient of -0.112, social perception of business owners (0.105). The regression equation is obtained: YD = -0.484 + 0.590*MT - 0.192*RC + 0.102*QN.

Table 5. Results of regression analysis of factors affecting the start-up environment on the intention to start a business of economics students at universities in the Mekong Delta

Independent variables	Coefficient Regression	Standard regression coefficient beta chemistry	Sig.	King magnification factor wrong VIP
(Constans)	-0.484		0.014	
Entrepreneurship environment at university	0.590	0.461	0.000	1.151
Social perception of business owners	0.102	0.105	0.021	1.692
Barriers to start-up environment	-0.192	-0.112	0.020	1.903

(Source: The data collection and analysis results)

Conclusion

The research results show the entrepreneurial environment factors including the startup environment at university, the social perception of business owners and the barriers in the start-up environment have an impact on the intention to start a business. of students. Starting a business is the driving force for building a dynamic economy with sustainable growth. In order to increase business start-up activities, to set up policies, institutions, and a favorable supportive environment. reduce barriers.

The government needs to strengthen communication in society to create a social environment that values entrepreneurs and honors successful business owners. In addition, higher education can also contribute to creating a generation of people who aspire to create new businesses by creating a creative and innovative environment in the university that promotes entrepreneurship. students from the time they were in school.

This study is a point in time study, which does not tell us the impact of environmental factors on entrepreneurial behavior, which can take place long after intention. Future studies need to strengthen empirical studies that clarify the relationship between entrepreneurial intentions and decisions. Future studies also need to explore cognitive, environmental, social, and university training factors that may prevent or promote the transformation of potential, intention into action, and further studies are needed. New research to discover how potential translates into actual behavior.

This study cannot answer the question of whether environmental factors affecting entrepreneurial intention actually affect entrepreneurial behavior. To be able to track such a latent behavior for such a long time, new studies need to combine the use of a variety of data collection and analysis methods, including both single-time and multi-temporal data points can solve the above questions.

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