



THEORY OF PLANNED BEHAVIOUR IN SOCIAL ENTREPRENEURSHIP

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ABSTRACT

This paper aims to examine the application of theory of planned behaviour (TBP) and its subsequent evolution. Additionally, the theory of planned behaviour examined through the lens of social entrepreneurship. The paper explores the factors in relation to the aspects of the theory of planned behaviour. Entrepreneurial purpose plays a significant part in the academy and practice of entrepreneurship. The paper examines entrepreneurs' intentions in the field of the venture of social creation. This paper studies the factors that led a social entrepreneur to take such a career venture, what enticed the social entrepreneur to develop this social enterprise, and why.

Keywords: Social Entrepreneurship, **intention formation, planned behaviour**

INTRODUCTION

Entrepreneurship is an excellent activity in itself. People with some extraordinary vision choose this as a profession. Within this extraordinary activity of entrepreneurship, there is another branch that is getting very popular these days: social entrepreneurship. An exceptional individual who aspires to do something for society takes this as a mechanism for social change. As every activity requires taking action similarly, Entrepreneurship requires taking action; in the absence of intention, action is unlikely (Krueger, 2000). Therefore, the role of intention is very important in social entrepreneurship.

To understand the behavioural aspect of social entrepreneurship, knowledge of the specific antecedents of their intention formation is important (Ajzen 1991). The intention is defined as the degree of commitment towards certain actions, and it is identified as the best predictor of the behaviour of an individual (Krueger 1993). Intentions are the best predictors of rare and exceptional behaviours; creating a new enterprise, particularly a social enterprise, is one such



behaviour (Krueger & Deborah cited by Bird,1998). A number of factors influence intention formation. According to Krueger, all human behaviour is intentional and a result of a stimulus or strategy. Entrepreneurship is an obviously planned behaviour as it is based on voluntary action, which requires lots of deliberations that will not occur without a clear intention.

Human behaviour is driven by different subjective probabilities (Boyd & Vozikis, 1994), which implies beliefs about the behaviour's effects, beliefs about other people's moral expectations, and beliefs about the existence of influences that promote or hinder behavioural efficiency. Beliefs are founded upon a wide variety of variables in the context. "Behavioural beliefs create attitude towards actions in their aggregates; normative beliefs result in subjective norms, and control beliefs generate perceived behavioural control." The combination of all these factors leads to behavioural goal shaping (Ajzen, 2002).

The behavioural purpose may be defined as instructions given to individuals to act in a certain way. In other words, the purpose is the encouragement of a deliberate decision for a person to make an effort to conduct the behaviour. The purpose may be seen as an immediate precursor to actions (Ajzen, 2002)

The theory of planned behaviour offers a theoretical context in which to explain the dynamics of human social activity. The theory's significance is that it integrates some of the core principles of the social and behavioural sciences that allow for predicting and interpreting individual behaviours in specific contexts. The theory premise is that behavioural motives based on the three determinants, social norms and perceived behavioural control, are consistent with accuracy.

Entrepreneurial intentions are now widely studied, with many researchers seeking to predict the development of intention with a wide range of contexts, such as self-efficacy and human capital. However, there is still some doubt about the idea because entrepreneurial motives do not always turn into business practice. Moreover, entrepreneurial intervention is not called for often, so it may not be beneficial to encourage entrepreneurial goals if other factors are not in place.

This paper seeks to understand the psychology of the human mind and human nature and what the social context determines right or wrong, and how the theory is used to identify the characteristics or thoughts found in the social entrepreneur, what motivated the social entrepreneur to create the social enterprise and the purpose behind it.



LITERATURE REVIEW

(Ajzen, 1985, 1987 & 1991) work on different aspects of the theory of planned behaviour, and some unanswered problems are discussed. In general terms, empirical evidence shows that the hypothesis is well supported. Intentions to do certain behaviour may be predicted with high accuracy studying beliefs, social norms, perceived behavioural control, and these intentions, together with behavioural control expectations, account for a substantial amount of variance in actual behaviour (Kautonen et al., 2015). Finally, it is shown that the use of past experience in the predictive equation provides a way of checking the sufficiency of the proposed theory.

(Boyd & Vozikis, 1994) based on the framework offered by (Bird, 1988) for assessing entrepreneurial intention, including personal and contextual elements. The research extended Bird's model of entrepreneurial intention by introducing the concept of self-efficacy. They argue that self-efficacy is a critical determinant of the link between entrepreneurial action and new ventures. They proposed three ways to increase entrepreneurial self-efficacy (1) career development; (2) observational learning from an entrepreneurial role model; and (3) social support through a high degree of social persuasion and a high degree of entrepreneurial initiative in a social situation obtained through interpersonal relationship; (4) goal setting by making firm entrepreneurial commitments to specific goals.

(Auken, Fry and Stephens, 2006) They Examined the effect of role model's behaviour on potential entrepreneurial career choices. A sample of 82 students was employed to examine the relative influence of twenty specific role model behaviours on potential entrepreneurs' to own a venture, with six groupings of related variables examined. The regression analysis revealed that grouping influence variables linked to professional involvement, dialogues, and employment were significantly associated with individuals' motivation to start a business. Respondents who witnessed role models grumbling about business at home and working long hours could be considered negative influences in professional participation. Thus, an individual's involvement in a firm and interaction greatly influences potential entrepreneurs' intentions to start a new venture. The study concluded by advocating that positive effects such as mentoring, dialogue, and entrepreneur role models are included in the entrepreneurship curriculum.

(Sabah, 2016) conducted an analysis of theory of planned behaviour components and found that all five major assumptions were supported. The data bolsters Ajzen's theory of planned behaviour and the primacy of previous experience in reinforcing future behaviour. To put it another way, the theory of planned behaviour holds true for the case of research done in the Turkish community. In addition, the role of previous start-up experience as a moderator between intention and self-efficacy and attitude. Expected actions surrounding entrepreneurial self-efficacy and entrepreneurial drive for start-ups are investigated.



(Tiwari et al., 2017) the theory of planned behaviour was applied as the research framework to investigate the social entrepreneurial intention of graduate students in Indian. Three hundred ninety students from India's leading technical universities replied to a questionnaire on 72 items. The findings suggested model in the study can explain 47% of the variation reflects the social entrepreneurial intention. It further reveals that there is a significant association between creativity and emotional intelligence. The study added to the literature by introducing creativity and emotional intelligence as additional references that aid in the comprehension of social entrepreneurship intention.

OBJECTIVE AND RESEARCH HYPOTHESIS

OBJECTIVE OF THE STUDY-

The present analysis is focused on common objectives, which it also supports. The goals were chosen to bear in mind the significance and logic of the title of the study. The goals that this study aims to achieve are as follows.

1. To study the theory of planned behaviour in the context of social entrepreneurship
2. To enumerate the factors which enticed the social entrepreneur to make a social venture

RESEARCH METHODOLOGY

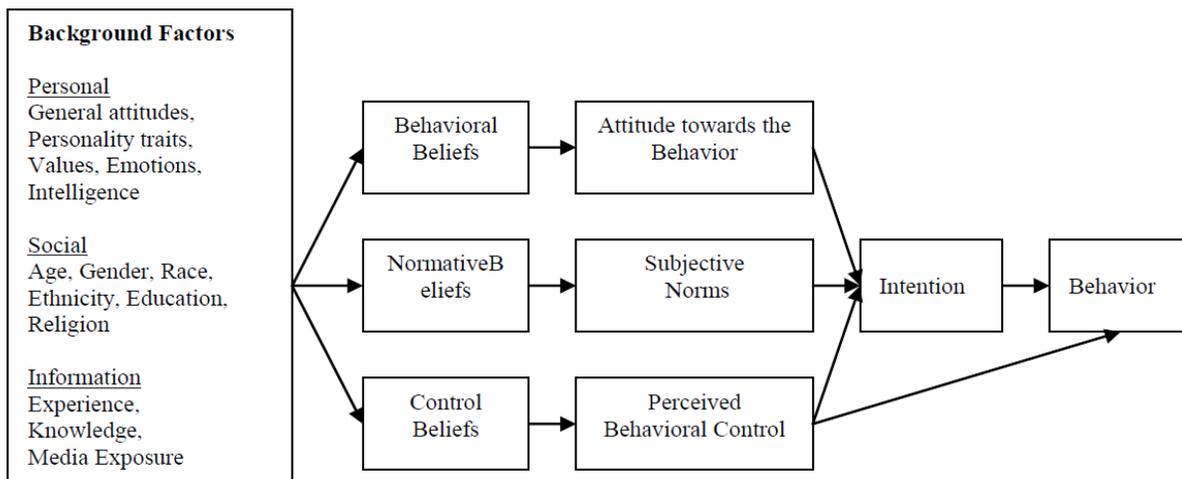
The methodology that is applied during the study is descriptive in nature. Data collection is conducted on a secondary basis. The data and information supplied in the analysis were taken from various secondary sources. In the present research, numerous reports and reviews, books were referred. The research encompasses finding the most basic idea about social entrepreneurship; the data collection and analysis approach was chosen to keep in mind the primary goals. The research aims to find the fundamental reasons that entice the social entrepreneur to make a social venture and if the theory of planned behaviour plays an important role in it or not.

THEORY OF PLANNED BEHAVIOUR (TPB)

The theory of planned behaviour evolved from theories of multi-attribute attitude and reasoned action (Ajzen and Fishbein, 1973), is a social-psychological theory that describes behavioural decision-making processes of human beings with a view to understanding and predicting individual behaviour. Polish social psychologist (Ajzen, 1991) developed the theory of expected actions to predict a variety of social activities in various fields, including consumer behaviour, politics, and healthcare.

The theory of planned behaviour (TPB) has been applied to a wide variety of actions in order to better explain why people are behaving in a particular way. It is one of the social scientific theories best accepted with regard to understanding human behaviour. The core concept is that behavioural decisions arise from a rational mechanism in which action is conditioned by beliefs, norms and perceived behaviour control (Smith et al., 2007). Such structures mainly influence actions by impacting behavioural intent.

Figure 1: Factors and aspects influencing theory of planned behaviour



Source: Ajzen (2005)

Aspects influencing theory of planned behaviour:

- A) **Type of behaviour:** The form of action influences the degree of continuity of intent behaviour. Findings indicated that intentions are superior predictors of individual actions as opposed to a goal (an outcome of a set of single acts). Therefore, it may be inferred that a person must have a reasonable amount of control over executing the conduct (e.g. through control factors such as information, resources, opportunity); otherwise, the purpose would not be converted into action. Ajzen responded to this research query by incorporating perceived regulation of behaviour as a new determinant. He claims that control interpretation is an objective representation of actual control (Ajzen, 1991) but a controversial belief. Therefore, TPB includes two factors that specifically affect behaviour: intent and perceived behavioural regulation.

- B) **Form of Intent:** (Warshaw and Davis, 1985) explored the possibility of separating behavioural intentions from behavioural expectations. Many researchers have obtained important results about the definition of implementation purpose. Findings have shown that intent to enforce will increase the probability of behaviour success and accelerate



the speed of initiation of behaviour. Hooft and colleagues further argued that “the transition from target intentions to implementing intentions is more cognitive, the transition from implementing intentions to actions is more of a behavioural type”. We believe that the cognitive component is moderated by prospective action-state orientation, and the procrastination tendency moderates the behavioural component. We always expect the intention to execute to mediate the goal-behaviour relationship.

C) Properties of Behavioural Intentions: The basic concept is that people may have the same scores on a scale of intention but vary in the level of individual motivation. A reason may be that the intentions of individuals possess certain properties, such as temporal consistency, degree of intention development, attitude and normative regulation, or certainty and accessibility.

D) Personality and cognitive variables: The focus of this research line is, on the one hand, the variables of personality, which include the general tendencies of people to think and act. (Kuhl, 1985) found that action-oriented participants focused more on acts to minimise the difference between their expected current and future state, while state-oriented participants focused more on their current state (expected state) and thus did not consider alternative acts. Kuhl concluded that active management could be useful for a deeper understanding of the relationship between intent and behaviour.

The definition of social control has been tested on the basis of social norms and moral beliefs in both reasoned action theory and expected behaviour theory. Elaborative thoughts of individuals on social standards are assumptions as to how their peers, family and community expect them to follow the prescribed behaviour. The social effect is measured by the various social classes being evaluated. While most models are conceptualised within the cognitive domain of the individual, Expected behaviour theory takes into account social influences such as social norms and normative beliefs based on variables associated with collectivistic culture. Since a person’s actions may very well be found within and based on social networks and social impact was a welcome addition.

According to the theory of reasoned action, individuals’ behavioural intent is determined by two variables of attitude and subjective norm. The subjective norm is affected by society’s social values, and the attitude can be divided into positive or negative aspects.

The relationship between purpose and actions may be defined as follows (Sheeran, 2002) that people do what they plan to do and do not do what they do not plan to do. The theory of planned behaviour is a development of the rational action theory (Fishbein and Ajzen, 1975) by incorporating the perceived behaviour control (PBC) construct. As an additional concept, PBC



could address the question of rational action theory in terms of justifying actions where the actor does not have complete willpower.

Based on the results of Armitage and Conner's meta-analytic analysis of TPB (2001), it could be argued that, on the one hand, attitude, subjective standard and perceived behavioural control, subdivided into perceived behavioural control and self-efficacy, have much stronger multiple associations with motivation than with intentions or self-prediction or a mixed measure of these intentional variants. On the other hand, expectations and self-predictions in relation to motivation were better predictors of behaviour. High rates of perceived behavioural regulation were correlated with good intentional-behavioural relationships (Armitage, Conner, 2001). In summary, multiple meta-analyses supported the effectiveness of TPB and its determinants and suggested that additional variables such as moral standards be included to improve predictive capacity (Armitage, Conner, 2001).

According to the principle of reasoned action, intentions are the primary determinant of actions (Fishbein, Ajzen 1975). The TPB treats perceived regulation of actions as the second determinant of human behaviour. Whether the conclusion is correct or wrong is not as straightforward as it would seem. For example, dispute the idea that intentions trigger action. (Sheeran, 2002) indicates that "expectations or automated processes govern the action. However, the presumption is that most human behaviour, rather than actions, is governed by automatic processes ". Additionally, there is evidence in many studies that past activity also explicitly affects future behaviour. Some scholars argue that past conduct is a better indicator than intention for future behaviour.

The theory hangs on the idea of intentions that are described as the motivation and deliberate decision of a person or strategy to make an effort to bring about a behaviour. It is assumed that the connection between intention and action will be stronger when there is a short time gap between them and when there is an acceptable degree of precision between intention and action to take. The theory implies that engaging is deliberate when applied to entrepreneurship and is thus best predicted by expectations as opposed to personality, demographic features, attitudes or beliefs.

SOCIAL ENTREPRENEURSHIP

Social entrepreneurship is a strategy developed, financed and adopted by individuals, organisations, start-ups or entrepreneurs to tackle financial, economic, or environmental issues. Social entrepreneurs use non-profit metrics to assess success, e.g. Employment prospects, social effects on society, economic growth etc. The social entrepreneur can choose either a non-profit or a profit business model. There is no universally accepted definition of social entrepreneurship,



as it encompasses a diverse range of fields, disciplines, and organisational forms, ranging from profit-making businesses to hybrid models.

They are integrating philanthropic activities and business principles for the voluntary sector, non-governmental organisations and not-for-profit organisations. Social entrepreneur includes philanthropist, environmentalist, and social activist and social change-makers.

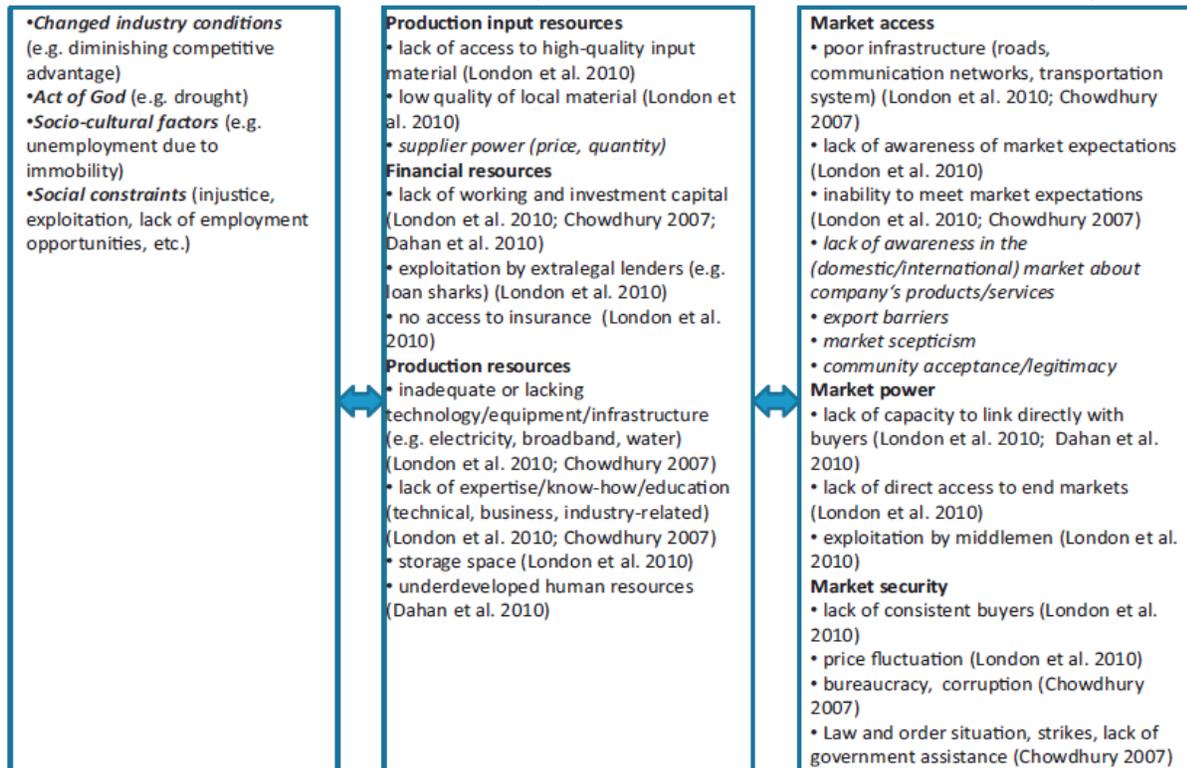
Social enterprise is that uses financial capital to benefit society. It is viewed as advantageous since social entrepreneurship effectiveness is contingent on several social impact elements that conventional commercial enterprises do not value. While social entrepreneurs address immediate societal issues, they frequently strive to understand the broader significance across disciplines, fields, and ideologies. Understanding how social problems affect society and how social entrepreneurs can develop innovative solutions and leverage available funds to impact the global community. Unlike traditional commercial enterprises, social enterprise initiatives prioritise social value over economic value.

Martin & Osberg thoroughly analyses the concept of social entrepreneurship in their article, in which they break down the two terms to offer a holistic view. Entrepreneurs are attracted to this suboptimal equilibrium because it contains an opportunity to create a new solution, product, and process. When people perceive the circumstances as a barrier to overcome due to their unique qualities to the scenario- drive creativity, courage, action and fortitude- and see it as an opportunity to create something novel.

The authors concluded that the critical distinction between conventional commercial entrepreneurship and social entrepreneurship is in the nature of value proposition. Strategic planning predicts and is designed to target markets for entrepreneurs who can afford to buy the offerings effortlessly and thus generate profits.

The presumption is that the entrepreneur and their creditors will reap a certain personal financial benefit from the outset. Benefits is a sine qua non, crucial for a ventures survival and the tools to achieve its ultimate goal of widespread customer penetration and, finally, a new balance. On the other hand, the social entrepreneur does not plan and organise for considerable financial gain for its investors. Nonetheless, the social entrepreneur desires gain in the form of a broad, transformative gain that benefits either a community or a society at large. In contrast to the commercial value proposition, which assumes a market that could compensate innovation as well as provide a significant payoff for investment, the social value proposition enterprise serves an underserved, ignored, or disadvantaged population that is not financially or socio-politically powerful enough to achieve transformative benefits on its own. The trigger mechanism and constraint are also studied to understand the factors which entice the social entrepreneur to create social value.

Figure 2: Extended framework proposed by (London and Hart, 2010)



Source: (Sinkovics et al., 2014)

A business model case analysis is not only needed to map the current business model; it also needs to capture the changes that occurred over time and the reasons for those changes. In addition, (London and Hart, 2010) propose that when entering low tier markets, the best way to create mutual interest is first to obtain a clear understanding of the constraints faced by consumers, suppliers and entrepreneurs. For this purpose, we are also examining the constraints faced by our five case companies and how they reacted to those constraints.

There are two sets of restrictions that need to be addressed when examining the bottom of the pyramid related issues. From the growth economy, the first set of constraints is known as binding constraints. These are “circumstances or factors that will impede economic growth as long as these remain in place, even though other possible restrictions or determinants of growth are addressed” (Naude, 2011). Binding constraints are often structural in nature within the context of our research and describe the reluctance of a government to resolve market failures. In other words, binding constraints represent vulnerabilities in the formal and informal institutional



context within which market players set their activities. The second version of constraints is encountered at the enterprise level and can be defined as circumstances or conditions that impede a business's growth and preservation. Consequently, it is assumed that the sustainability of a company's business model will depend on how it reacts to the constraints it faces.

Unlike cause restrictions, restrictions on the level of business exist after a company has already been set up. They are either operational in nature and consider the mechanism of generating value, i.e. factors of input, financial resources and resources of output, or they are weaknesses in the external environment of the business that relate to the process of gaining value, i.e. market access, market power and market protection.

As seen from figure 2, knowing the complexity and impact of trigger constraints is clearly important, especially in relation to what collection of capabilities and strategies companies will be able to realise at the bottom of the pyramid the shared value development. It is probably the most important issue to be answered in future studies. The relationship between binding constraints and the creation and adaptation of business models is also an important field that needs further exploration.

THEORY OF PLANNED BEHAVIOUR AND SOCIAL ENTREPRENEURSHIP

(Ernst, 2011) did one of the earliest works on empirical research of the TPB model for assessing social entrepreneurial intentions. In the context of social entrepreneurial intention, the expected behaviour theory was broadened by incorporating the three aspects of the attitudinal stage. The author extended the theory by integrating personality, entrepreneurial capital, and social capital into attitude-level perspectives. (Bosch, 2013) examined the direct impact of personal values such as self-improvement, self-transcendence, conservation, and transparency to alter the intent of engaging in entrepreneurship and social enterprise.

(Orazio et al., 2013) explored the factors that contribute to economic and social entrepreneurial desires on the level of the individual. The study aims to examine the characteristics of potential entrepreneurs and the enterprise creation process while also distinguishing the behaviour of social entrepreneurs from conventional commercial entrepreneurs. In terms of social capital's influence on social entrepreneurial intention, the study separates them from business intentions.

(Politis et al., 2016) provided scientific evidence on the acceptability of the predicted behavioural hypothesis when measuring commercial and social entrepreneurial intention, refuting the personality and context effect theory.

(Rapando, 2016) made an attempt to use the TPB model to research the impact of environmental factors on social entrepreneurial intent. The author argues that environmental factors such as elevated poverty, rampant crime, low income, an absence of affordable resources, minimal



exposure to domestic and global markets, and a lack of human and cognitive capital contribute to intentional social entrepreneurship. (Chipeta et al., 2016) used TPB as the system of thought and evaluated the role of behavioural attitude and perceived behavioural control, as well as attitude towards entrepreneurial education, constructive mentality and risk-taking propensity.

(Cavazos-Arroyo et al., 2017) investigate the subjective norms, the role of attitude and self-efficacy of entrepreneurship in influencing intentions. The research also shows that the direction of social innovation can be substantially predicted by a social vision that is combined with an interest in financial motivation and cannot be affected by sustainable values. They also believe that social innovation orientation has a favourable influence on the social entrepreneurial mindset. The study examines the influence of attitude and cultural norms on the intention of social entrepreneurship by applying the theory of planned behaviour as a conceptual basis. Additionally, they make the case for a favourable influence on social entrepreneurial attitude as a result of the social innovation orientation. The study examines the influence of attitude and social norms on social entrepreneurs' intents, using the theory of planned behaviour framework. However, the authors chose to replace self-efficacy for perceived behavioural control in the study. Subjective norms were found to be the main determinant of social entrepreneurial intention.

(Tiwari, Bhat, and Tikoria, 2017) The objective of the study was to examine the intentions of Indian undergraduates toward pursuing social entrepreneurship. The expected behaviour theory was applied as a framework for analysis. Along with the fundamental elements of the theory of planned behaviour, the authors included emotional intelligence, creativity and moral value in the model. The authors argue that where emotional intelligence and creativity are significant predictors of behavioural attitude, social norms, perceived behavioural control and social entrepreneurial intention, moral values have a comparably weak association with subjective standards.

CONCLUSION

From the previous discussion, it can be rightly concluded that there is a link between the theory of planned behaviour and social entrepreneurship. This paper enumerates the factors and the mechanisms that trigger the process of planting the social venture idea into the mind of a social entrepreneur. Social entrepreneurship in India can change the face of society; there have been several such examples and ventures running under the umbrella of social entrepreneurship and proving to be life-changing for people in that neighbourhood. Social entrepreneurship in India has better chances, though social problems are also at an increase. Social entrepreneurship is an unusual combination of both philanthropic and entrepreneurial qualities. Goods and services are planned to allow full social impact in social entrepreneurship and make substantial profits for the company. In a way, social entrepreneurship's product and service offerings are very special and



better than economic criteria, satisfying societal needs. This is a specific situation of undertaking characteristics being introduced for a social cause or problem. Suppose the government and other stakeholders can effectively tackle the challenges of social entrepreneurship. In that case, social entrepreneurship is without question the most powerful resource that can change the very face of India's society.

The research offers a comprehensive framework for the factors that impact the development of potential social entrepreneurs. The model facilitates comprehension of a wide array of elements impacting social entrepreneurship intention. The suggested collaboration would assist role models who teach those who are interested in pursuing careers in social entrepreneurship. One dimension also requires support in the design of the training program and social entrepreneurship courses.

While in some further established studies, the intensity of the aspects of the theory of planned behaviour is either high or low, but overall the impact of the nascent traits of a social entrepreneur can be seen via the theory of planned behaviour.

Policymakers and universities should make efforts to start these courses on the basis of the study results, which can help develop emotional intelligence and belong among students. The social entrepreneurship researchers must understand the factors leading to these actions in order to interpret the strategies that might create a comfortable environment for occurring social entrepreneurial behaviour.

Policymakers and academicians need to establish an appropriate comprehension of the catalysts for social entrepreneurial intentions to inspire an increasing number of individuals to participate in social entrepreneurship. Thus the concept of social entrepreneurship may hold the key to comprehending the processes and mechanisms by which social enterprises are created. Therefore, it becomes reasonable to investigate the factors that facilitate or inhibit social entrepreneurship and the opportunities that exist in practice for those who wish to pursue a career as social entrepreneurs.

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