

**FACTORS AFFECTING THE START-UP BUSINESS OF ETHNIC
MINORITY YOUTHS IN THE NORTHWEST REGION OF VIETNAM**

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Abstract

The results of the study are aimed at assessing the startup intentions of ethnic minority youth in the Northwestern region of Vietnam, from which proposed solutions to support ethnic minority youth in the near future. Data used in the study were collected from survey results of 205 ethnic minority youths in 6 Northwestern provinces (Hoabinh, Sonla, Dienbien, Laichau, Laocai, Yenbai), processed by SPSS statistical software, testing the scales by Cronbach's Alpha coefficient, exploratory factor analysis model (EFA). The groups of factors influencing the entrepreneurial intentions of ethnic minority youth in the Northwestern region of Vietnam include: The attitude of entrepreneurship, awareness of behavioral control, government policies, the attitudes towards money, entrepreneurial education, the demand for achievements.

Keywords: entrepreneurship, youth, ethnic minorities, Northwest.

1. Introduction

Supporting young people from ethnic minorities in vocational training, job seeking, especially exploiting local potentials for economic development, consulting and transferring scientific and technical advances in production, improving productivity in animal husbandry and cultivation are identified as important activities to encourage on-site activities, attract young people to contribute their efforts and intellect to solve social issues, contribute to local socio-economic and cultural development.

Recognizing the role of young people, the Northwestern provinces have implemented programs to promote their creative spirit and enthusiasm and help them start career. In the period of 2016-2020, localities of the Northwestern region (Hoa Binh, Son La, Dien Bien, Lai Chau, Lao Cai, Yen Bai) organized programs with participation of more than 15,000 youths in vocational guidance and resolved jobs for more than 6,000 people, though the number of young ethnic minority people who have access to vocational program in these places is very limited.

According to the Provincial Youth Union's statistics, only 2.3% of ethnic minority people have started a business. However, the sustainability and spreading ability of successful entrepreneurship model is small. Therefore, it is important to address the factors that influence the entrepreneurial intention of ethnic minority people in the Northwest region of Vietnam. Thus, the results of this study are very significant in practice.

2. Proposing a research model

An individual’s intention to start a business reflects an individual's interest level in entrepreneurship. The fairly accurate intention will decide the behaviors in the future so it is important to understand and assess the specific factors influencing intention of starting a business to explain the entrepreneurial behaviors.

Entrepreneurship is a long-standing activity in the world. The researches, by Robinson [1] Kat Katz and Gartner [2]; Van Gelderen Van Gelderen, Brand [3], focused on factors affecting entrepreneurial intention, such as: demographics, personal capacity, personal characteristics and personality, social factors, cultural factors, environment; education...

In recent years, startup activities in Vietnam have been interested by the state and society. The Party and State's guidelines and policies on encouraging entrepreneurship have created conditions for this issue, especially for young people, such as: Le Quan [4], Nguyen Hai Dang et al. [5], Nguyen Thu Thuy [6]. The start-up studies of students are also very popular such as Phan Anh Tu et al. [7]; Nguyen Quoc Nghi et al. [8], Le Thi Dieu Hien and Mai Vo Ngoc Thanh [9]; Nguyen Quoc Nam [10]; Doan Thi Thu Trang [11], etc. However, these researches did not mention much on the importance of young ethnic minority workers in the process of developing family economy, reducing poverty, preserving national cultural identities for the regions and country.

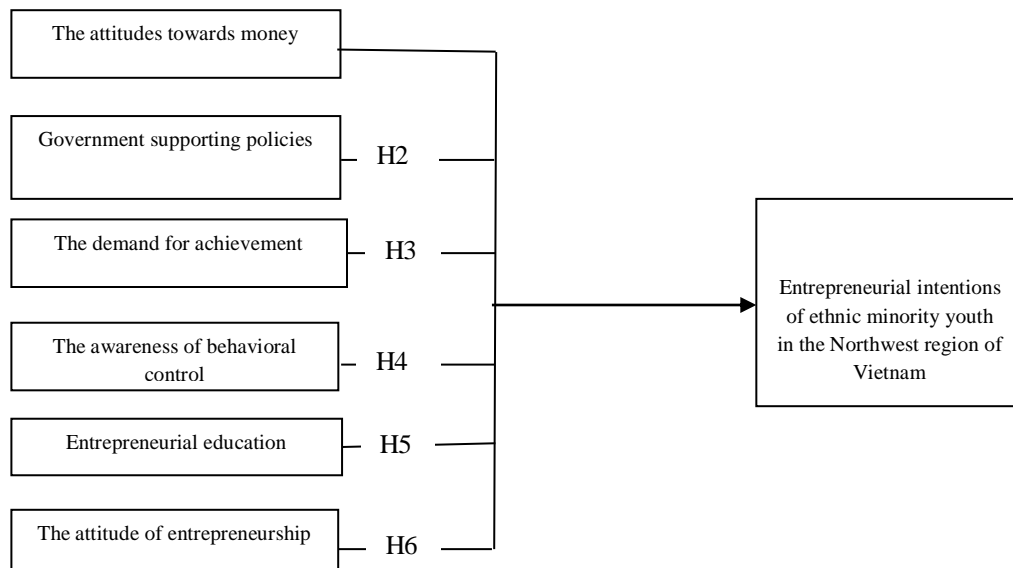


Figure 1. Factors influencing the entrepreneurial intentions of ethnic minority youth in the Northwest region of Vietnam

Hypothesis H1: The attitudes towards money have a positive impact on the entrepreneurial intentions of young ethnic minority people in the Northwest region of Vietnam.

Hypothesis H2: Government supporting policies have a positive impact on the startup intentions of young ethnic minority people in the Northwest region of Vietnam.

Hypothesis H3: The demand for achievement has a positive impact on the startup intentions of young ethnic minority people in the Northwest region of Vietnam.

Hypothesis H4: The awareness of behavioral control has a positive impact on the startup intentions of young ethnic minority people in the Northwest region of Vietnam.

Hypothesis H5: Entrepreneurial education has a positive impact on the entrepreneurial intentions of young ethnic minority people in the Northwest region of Vietnam.

Hypothesis H6: The attitude of entrepreneurship has a positive impact on the entrepreneurial intentions of young ethnic minority people in the Northwest region of Vietnam.

3. Research methods and scales

The study of the theoretical model on the startup intentions of young ethnic minority people in the Northwestern region includes 6 groups of factors: (1) Attitude towards money (TDT); (2) Government supporting policy (CSC); (3) Demand for achievement (NCT); (4) Awareness of behavior control (NTK); (5) Entrepreneurial education (GDK); (6) Attitude towards entrepreneurship (TDK); 26 observed variables.

Research sample

In order to conduct research, the researcher collected information with prepared questionnaire. In the selection process, the author selected the sample to ensure the rate of age, gender, education level for the high accuracy of the research process.

According to the experience of researchers, the minimum sample size must be from 100 to 150 in practical studies [12]. In addition, according to Bollen [13], the minimum sample size is 5 samples for a parameter to be estimated. In this study, the Northwest region in Vietnam consists of 6 relatively large provinces (Hoa Binh, Son La, Dien Bien, Lai Chau, Lao Cai, Yen Bai) so the sample was expanded to 220 votes. The number of votes delivered is 220, and the number of votes collected is 220. After reading and screening the questionnaire, there were 205 proper votes that satisfied the research requirements. The questionnaire was designed with 26 observed variables to measure the scales in evaluating factors affecting the start-up intention of young ethnic minority people in the Northwest region of Vietnam.

Scale system

In this study, the Likert scale includes 6 observed variables and 26 indicators which was used to evaluate the level of ethnic minority youth's agreement in starting a business in the Northwest region of Vietnam. Specifically:

The variable "Attitude towards money" is understood when an individual recognizes that high income will help them to have autonomy; freedom and power and argues that high income is a measure of success [14].

The variable "Government supporting policy" such as law, government support. It is a factor of the adjustable business environment affecting the entrepreneurial intention through interaction with individual attitudes [15].

The variable "Demand for achievements" is understood as high achievement needs will help them to have a strong desire to become successful and more likely to become masters. These individuals will contribute more to entrepreneurship activities [16-18].

The variable "Awareness of Behavioral control" is understood as high behavioral awareness increases the individual's intention for entrepreneurship and leads to a stronger motivation for entrepreneurship [19-25].

The variable "Entrepreneurial education " is understood as the contact with appropriate Entrepreneurial education will influence the entrepreneurial intention [26-29].

The variable "Attitude towards entrepreneurship" is understood as the degree to which an individual aware that there is an opportunity to start a business or a connection with the high social status [23, 25, 30].

4. Results and discussions

4.1. Scale Reliability and Validity

The Cronbach's Alpha coefficient measures the scale reliability of factors that influences the entrepreneurial intentions of ethnic minority youth in Northwestern Vietnam is presented in the Table 1:

Table 1: Scale realibility of the factors impacting on the startup intentions

Variables	Scale mean if item deleted	Scale variance if item deleted	Correlated item – Total correlation	Cronbach's Alpha if item deleted	Cronbach's Alpha if valuable deleted
The attitudes towards money, Alpha = 0.754					
TDT1	High income is an important criterion in assessing the level of success of an individual	7.55	2.994	0.650	0.589
TDT2	The important thing for me is how to make a lot of money	7.49	3.535	0.553	0.704
TDT3	Money is an important measure of personal ability	7.59	3.293	0.548	0.711
Government supporting policy, Alpha =0.791					
CSC1	In Vietnam, Start-up enterprises are encouraged by Government	10.82	7.717	0.589	0.744
CSC2	Vietnam's economy provides many opportunities for entrepreneurs	10.56	7.777	0.554	0.762
CSC3	It is difficult to get a bank loan when starting a business in Vietnam	10.58	7.156	0.673	0.700
CSC4	The law in Vietnam makes it difficult and obtractive the establishment of new businesses	10.80	8.011	0.585	0.747
Demand for achievements, Alpha =0.804					
NCT1	I always wants to achieve high results in work and career	10.68	6.013	0.585	0.770
NCT2	I think that success or failure is due to myself, not others and circumstances	10.63	6.086	0.582	0.772
NCT2	I would like to accomplish the goals that I set up.	10.87	5.749	0.651	0.738
NCT4	I often spend more time to learn new things at work and life	10.66	6.097	0.659	0.736
Awareness of behavioral control, Alpha = 0.805					
NTK1	I believe that I can not start a business	13.96	12.626	0.618	0.759
NTK2	I can control of the process of establishing a new business	14.03	12.852	0.562	0.777
NTK3	If I set up my own business, I'm likely to succeed	13.75	12.178	0.609	0.762
NTK4	It will be difficult for me to develop business ideas	13.66	12.528	0.614	0.760
NTK5	I know what to do to develop a business	14.08	13.474	0.549	0.780
Entrepreneul education, Alpha = 0.802					
GDK 1	Start-up business should be taught in high school/university	14.10	12.445	0.568	0.769
GDK2	If I have an opportunity, I will change my major to entrepreneurship	14.07	11.892	0.622	0.752
GDK 3	Start-up a business should be a compulsory course to encourage entrepreneurship in schools	14.02	12.191	0.596	0.761
GDK 4	The school has more training programs in business and entrepreneurship that will help students to start their businesses better	13.85	11.831	0.559	0.773

GDK 5	University courses are well prepared for starting our business	13.92	12.116	0.584	0.764
The attitude of entrepreneurship, Alpha = 0.806					
TĐK1	I have the advantage/ability to be an entrepreneur or business owner	14.20	11.383	0.594	0.769
TĐK2	The businessman is an attractive job to me	14.23	11.481	0.566	0.777
TĐK3	I will set up my own business If I have the opportunity and resources	14.36	11.055	0.597	0.767
TĐK4	Becoming a business owner will make me very satisfied	14.40	10.986	0.605	0.765
TĐK5	Becoming an entrepreneur/business owner is always my ambition and orientation	14.31	11.283	0.596	0.768

According to Nunnally (1978) and Peterson (1994), the accepted scale requires two conditions simultaneously: Cronbach's Alpha coefficient of the population > 0.6 and the correlation coefficient of the total variable > 0.3. Therefore, the results of the Cronbach Alpha reliability assessment are as follows:

The attitudes towards money, Alpha = 0.754

Government supporting policy, Alpha = 0.791

Demand for achievements, Alpha = 0.804

Awareness of behavioral control, Alpha = 0.805

Entrepreneurial education, Alpha = 0.802

The attitude of entrepreneurship, Alpha = 0.806

The alpha value of all measured variables was more than 0.6, implying that the results were reliable.

4.2. Evaluating the scale by exploratory factor analysis of EFA

The EFA analysis result (Appendix 1) shows that the factors have converged. We have 6 factors: "Attitude to money", "Supportive policies of the government", "Demand for achievements", "Awareness of behavior control", "Entrepreneurship education", "Attitude toward entrepreneurship". The results of EFA analysis show that the total extracted variance = 62.07%, ensuring reliability. KMO = 0.661 (> 0.5), sig < 0.05 met the requirements, all observed variables had loading factor > 0.5, extracting the dependent factor.

Table 2. Factors affecting the entrepreneurial intentions of ethnic minority youth in the Northwest region of Vietnam

	Component					
	1	2	3	4	5	6
TĐK3	0.746					
TĐK4	0.739					
TĐK5	0.727					
TĐK2	0.724					
TĐK1	0.723					
GĐK5		0.784				
GĐK1		0.771				
GĐK3		0.761				
GĐK2		0.714				
GĐK4		0.700				
NTK3			0.781			
NTK5			0.746			
NTK1			0.708			
NTK2			0.706			
NTK4			0.699			
CSC4				0.818		
CSC3				0.808		
CSC1				0.759		
CSC2				0.757		
NTC3					0.820	
NTC1					0.784	
NTC4					0.758	
NTC2					0.744	
TĐT1						0.853
TĐT2						0.781
TĐT3						0.779

4.3. Multivariate regression

Testing standards are developed based on the F test and determining the statistical relationship corresponding to the statistical value F, testing the relevance of the sample and the population through the adjusted R². This tool helps to detect the existence of collinearity in the data assessed by the variance inflation factor (VIF). Results of linear regression analysis are shown in Table 3, 4 and 5

Model	R	R ²	Adjusted R ²	Estimated error of standard deviation
1	0.791 ^a	0.626	0.614	0.31632

(Source: Results of analyzing survey data)

Table 4. ANOVA Analysis

Model	Total square	df	Mean square	F	Sig.
1 Regression	33.113	6	5.519	55.154	.000 ^a
Residual	19.812	198	0.100		
Total	52.925	204			

(Source: Results of analyzing survey data)

Table 5. Regression result

Model	Non standardized regression coefficient		Standardized regression coefficient	T	Sig.	Multicollinearity	
	B	Standard error	Beta			Tolerance	VIF
Constant	0.270	0.199		1.360	0.175		
Demand for achievements	0.072	0.027	0.121	2.694	0.008	0.940	1.063
Entrepreneurial education	0.094	0.025	0.164	3.675	0.000	0.948	1.055
The attitude toward money	0.159	0.029	0.246	5.544	0.000	0.957	1.045
Awareness of Behavioral control	0.213	0.026	0.365	8.244	0.000	0.964	1.037
Government policy	0.167	0.028	0.279	5.898	0.000	0.848	1.180
The attitude of entrepreneurship	0.234	0.030	0.376	7.876	0.000	0.828	1.207

(Source: Results of analyzing survey data)

Comparing the adjusted R^2 and R^2 values shows that the adjusted R^2 (0.614) is smaller than R^2 (0.626), it is safer to use it to evaluate the suitability of the model because it does not inflate the suitability of paradigm.

The adjusted R coefficient is 0.614, which means that the model has a good level of explanation, meaning that the six factors in the model explain 61.4% of the overall satisfaction of young people of ethnic minorities in the Northwest.

The standardized regression coefficients of the equation are all Beta values differ from zero, showing the importance of each factor affecting employee satisfaction.

The Beta values are different from zero and are statistically significant (Sig. <0.05 significance level), the results of 6 factors recorded according to the standardized regression coefficient (β) are:

The attitude of entrepreneurship: $\beta = 0.234$; Awareness of behavioral control: $\beta = 0.213$; Government policy: $\beta = 0.167$; the attitudes towards money: $\beta = 0.159$; Entrepreneurial education: $\beta = 0.094$; Demand for achievements: $\beta = 0.072$.

The F-test in the variance analysis table is still a hypothesis test of the suitability of the overall regression model. The hypothesis as follow:

$H_0: \beta_1 = \beta_2 = \beta_3 = \beta_4 = \beta_5 = \beta_6 = 0$: The factors do not affect the entrepreneurial intentions of young people of ethnic minorities in the Northwest.

H_1 : At least one coefficient differs from zero (there is at least one factor affecting the entrepreneurial intention of ethnic minority youth in the Northwest region)

Table 4 shows that the F-test has a value of 55,154 with Sig. = .000 (a) this value is less than 5% of the thought of handling, indicating that all 6 factors affect the youth entrepreneurial intention of starting a business for ethnic minorities. The multivariate regression model is suitable for the data set and can be used. The coefficients β are all different from 0 and Sig. <0.05, proving that all components are involved in the entrepreneurial intention of ethnic minority youth in Northwestern Vietnam.

The equation showing the entrepreneurial intention of ethnic minority youth in Northwestern Vietnam in correlation with the independent variables is:

*Entrepreneurial intention = 0.270 + 0.234 * The attitude of entrepreneurship (TĐK) + 0.213 * Awareness of Behavioral control (NTK) + 0.167 * Government policy (CSC) + 0.159 * The attitudes towards money (TTD) + 0.094 * Entrepreneurial education (GDK) + 0.072 * Demand for achievements (NCT)*

In summary, after EFA analysis and regression analysis, 6 factors of the model are: (1) "The attitude of entrepreneurship", (2) "Awareness of Behavioral control", (3) "Main policy", (4) "Entrepreneurial education", (4) "Demand for achievements". With a statistically significant 5% of the hypotheses $H_1, H_2, H_3, H_4, H_5, H_6$ are accepted. It finds out that the research model is suitable and confirms a close relationship between the scales and business entrepreneurial intention of ethnic minority youth in the Northwestern region of Vietnam.

4.4. Testing the assumptions of linear regression

Regarding the linear relation assumption, the method used is scatter plots, the residual does not change toward the predicted value. P-P plot compares between the cumulative distribution (Observed Cum Prob) on the horizontal axis and the expected cumulative distribution (Expected Cum Prob) on the vertical axis. If the points are all near the diagonal line, the residual distribution is considered to be near standard. Therefore the assumption of linear contact is not violated (Figure 2).

Assuming the normal distribution of the residuals: is checked through the Histogram and QQ plot graphs, at the Histogram chart, the residuals form is close to the standard distribution, the average value is close to 0 and the standard deviation is close to 1 (namely 0.985). The Q-Q plot showing the actual observation points concentrates quite close to the diagonal of the expected values, meaning the residual has a normal distribution. Thus assuming the standard distribution residue is not violated (Figure 3).

Checking the multicollinearity: The analysis in Table 5 also shows the VIF coefficient is less than 2. Therefore, the multicollinearity phenomenon between the independent variables in this model is small and does not significantly affect the regression results.

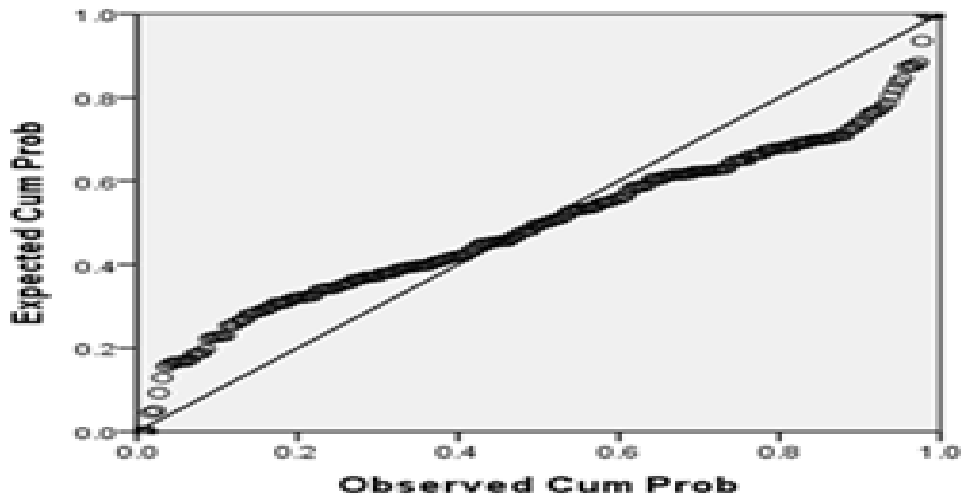


Figure 2: Graph of comparison with standard distribution (p-p) of standardized residuals

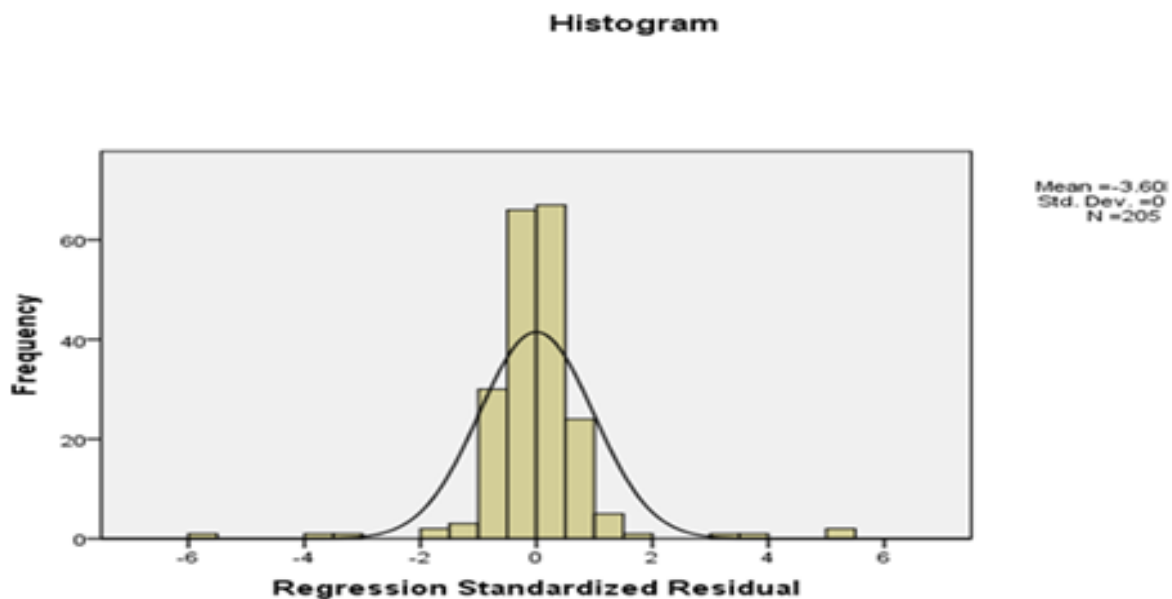


Figure 3: Frequency chart of standardized residuals

5. Conclusion and recommendation

The initial research model consists of 6 factors affecting the entrepreneurial intention of ethnic minority youth in Northwestern Vietnam: (1) “*The attitude of entrepreneurship*”, (2) “*Awareness of Behavioral control*”, (3) “*Chính sách của chính phủ*”, (4) “*The attitudes towards money*”, (5) “*Entrepreneurial education*”, (6) “*Demand for achievements*”, with a total of 26 observed variables. Testing the hypothesis of the model has confirmed as follows: The group of factors includes “The attitude of entrepreneurship”, “Awareness of Behavioral control”, “Chính sách của chính phủ”, “The attitudes towards money”, “Entrepreneurial education”, “Demand for achievements” all have a positive impact on the entrepreneurial intention of young people of ethnic minorities in the Northwest of Vietnam.

With a statistically significant 5% of the hypotheses H_1 , H_2 , H_3 , H_4 , H_5 , H_6 are accepted, we find that the research model is suitable and confirms a close relationship between the impact factors and entrepreneurial intention of ethnic minority youth in the Northwestern region of Vietnam. There are several suggestions as follow:

Propagating and educating young ethnic minority people to deeply understand the entrepreneurial spirit: It is necessary to declare the idea for startups to face with difficulties, dare to accept failures, to be familiar with change from external environment. They must understand that do not start a business following the movement, copping from others. They must consider starting a business as their own mission, and they must voluntarily pursue until the end "loses glue to another glue". In order to accomplish this, people and supportive policies must accompany them.

Organizes training courses and regular training with different topics to ignite the start-up mind from indigenous products. Training aims to improve strengthen management skills but traditionally they still act according to habits and instincts. In order to do well the work, it is necessary to have a professional experts to access to new knowledge.

Based on the survey from young ethnic minority people, they think that it is appropriate to organize training courses at district level. In fact, training courses in the province are difficult to attract young ethnic minority participants, because their living places are too far away, they rarely communicate at large distance, and are often afraid to participation. Technical training must be associated with practice, trial work, etc. Therefore, technical training should be associated with models for practice; Management training should bring out specific situations ...

Encourage ethnic minority young people to start their businesses from the traditional cultures of their people, in order to maintain the indigenous cultures, in association with the ecological calendar, the Homestay, Farmstay, to stimulate the available potential of the people.

Along with the knowledge supporting through training, it is necessary to provide capital support so that ethnic minority youth can start their own businesses, because most of them come from poor families, they do not have collaterals to loan from a bank. Supporting capital aims to create initial financial leverage for them to start their business.

Support multiple distribution channels for products to be widely advertised to many customers. Starting a business or making a product is very difficult but selling the product is a more difficult. In order to sell the products in the context of fierce competition today, it is a real challenge for with entrepreneurs. Ensuring the outport for the products is very importance mission.

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