

Title: The influence of Contextual Factors and Cultural Aspects on Students' Entrepreneurial Intentions

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Abstract

Entrepreneurship is considered as a main key driver of any nation's economic growth. Based on the recent literature reviewed, entrepreneurial intention is suggested to be a predictor of an individual's future entrepreneurial behaviour. The investigation of factors that influence students' entrepreneurial intentions and drive them to start a new business has been a question of many researchers. The present study explores the impact of contextual and cultural factors on the development of students' entrepreneurial intentions. Primary data was collected from a sample of 347 students enrolled at different universities in Iran. Hierarchical multiple regression is used to analyse the data. The study found positive effects of perceived relational support and university support on student's entrepreneurial intentions. Furthermore, the results illustrated that educational level and knowing an entrepreneurial role model have a direct influence on entrepreneurial intentions. Perceived environmental support, perceived barriers, individualism, collectivism and power distance were not considered important for students' entrepreneurial intentions.

Keywords: Entrepreneurial Intention, Cultural values, Contextual factors, Entrepreneurship Education, Iran