

ANTECEDENTS OF ENTREPRENEURIAL BEHAVIOUR: EVIDENCE ON THE MEDIATING ROLE OF ICT ATTITUDE

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Abstract

In the digital era, entrepreneurial behaviour increasingly depends on individuals' technology-oriented attitudes. This study examines how attitude, intentions, and perspective influence entrepreneurial behaviour among potential entrepreneurs through the mediating role of ICT attitude. Using survey data collected from 207 potential entrepreneurs, the proposed model was tested using Partial Least Squares Structural Equation Modelling (PLS-SEM). The results show that attitude, intentions, and perspective have a significant positive effect on ICT attitude ($p < 0.001$), while ICT attitude significantly influences entrepreneurial behaviour ($p < 0.001$). Mediation analysis confirms that ICT attitude significantly mediates the relationships between attitude ($p < 0.001$), intentions ($p = 0.001$), and perspective ($p < 0.001$) and entrepreneurial behaviour. The findings indicate that entrepreneurial behaviour is not driven solely by favourable attitudes or strong intentions but depends on the development of a positive ICT attitude. By focusing on potential entrepreneurs, the study highlights the importance of digital readiness in translating entrepreneurial dispositions into behavioural engagement in contemporary entrepreneurial contexts.

Index Terms: ICT Attitude, Intentions, Perspective, Entrepreneurial Behaviour, PLS-SEM, potential entrepreneurs

I. INTRODUCTION

Entrepreneurship is widely recognised as a vital engine of economic growth, innovation, and social development in the modern world. It involves the process by which individuals identify opportunities, gather resources, and create value through new ventures, thereby contributing to job creation and competitiveness in global markets. In the digital era, entrepreneurship has been reshaped by rapid technological advances, evolving market dynamics, and emerging digital business models, making the role of technology an inseparable part of entrepreneurial processes. Recent studies emphasise that digital competencies, technological self-efficacy, and attitudes towards innovation significantly influence individuals' readiness to engage in entrepreneurial activities, especially within technology-driven environments. For instance, research on digital entrepreneurial intention finds that digital competencies and self-efficacy strongly relate to intentions to pursue digital entrepreneurial opportunities among young professionals and students, indicating the importance of digital orientation in entrepreneurial frameworks (Ta et al., 2025).

Extensive literature on entrepreneurial intention has also highlighted the role of educational exposure, entrepreneurial culture, and engagement in shaping entrepreneurial motivations and attitudes. Studies have shown that engagement in entrepreneurship education enhances entrepreneurial attitudes and intentions by providing knowledge, exposure, and confidence needed to pursue new venture creation, while social media and cultural climate further influence perceived behavioural control and attitudes towards entrepreneurship (Malathi and Venugopal, 2025). Additionally, recent research in the context of technology-oriented sectors reveals that personality traits and digital competencies significantly influence digital entrepreneurial readiness, reinforcing the idea that attitudes and competencies related to digital tools are central to intention formation in digital entrepreneurship (Lopes et al., 2025).

Despite these advancements, the extant literature reveals a significant gap in understanding how core antecedents of entrepreneurial behaviour—namely attitude, intentions, and perspective—operate together through technology-specific attitudes to shape entrepreneurial outcomes among individuals who have not yet started a business. Most studies focus either on established entrepreneurs, students in general entrepreneurship courses, or specific sectors, without explicitly examining the mediating role of attitudes toward digital technologies in converting entrepreneurial dispositions into behavioural engagement. This gap is especially evident in research exploring potential entrepreneurs, a group whose behavioural patterns are still forming and remain underexplored in digital contexts (Razi-ur-Rahim et al., 2024).

Building on these insights, the present study posits that ICT attitude serves as a critical mediator through which entrepreneurial attitudes, intentions, and perspective influence behavioural engagement. By positioning ICT attitude as a key intervening mechanism, the study seeks to extend existing theoretical models and provide insights into how technology-related orientation facilitates the translation of entrepreneurial readiness into entrepreneurial behaviour. Such an investigation is critical given the increasing emphasis on digital transformation, institutional support for digital ventures, and the growing recognition that entrepreneurial success in the contemporary era depends on both traditional psychological precursors and technology-specific attitudes.

The next section presents a detailed review of the literature, highlighting key constructs such as entrepreneurial attitude, intention, perspective, and ICT attitude, along with their interrelationships. Following the literature review, the conceptual framework is proposed, illustrating the hypothesized mediating role of ICT attitude. The methodology section then describes the research design, sample, instrument development, and data collection procedures. This is followed by the analysis and results section, which presents the findings from the structural model and mediating effect analysis. The discussion section interprets the

results in the context of extant literature, highlighting theoretical and practical contributions. Finally, the conclusion summarizes the key findings, outlines limitations, and suggests directions for future research.

II. NEED OF THE STUDY

The primary objective of this study is to examine how attitude, intentions, and perspective influence entrepreneurial behaviour among potential entrepreneurs through the mediating role of ICT attitude. Specifically, the study seeks to analyse the extent to which these antecedent factors shape ICT attitude and how, in turn, ICT attitude contributes to the translation of entrepreneurial readiness into behavioural engagement. By focusing on potential entrepreneurs, the study aims to understand the mechanisms through which ICT-oriented attitudes facilitate entrepreneurial behaviour in an increasingly digital context, thereby providing a framework for explaining how entrepreneurial dispositions are transformed into action.

III. LITERATURE REVIEW

The study (Liñán & Chen, 2009) defines potential entrepreneurs as individuals who have entrepreneurial potential which can be measured through their intentions, attitudes, and perceived feasibility which means the factors which are culturally embedded. Similarly, the global entrepreneurship monitor (GEM) framework identifies potential entrepreneurs as individuals who perceive entrepreneurial opportunities, belief in their own capabilities and are not deterred by fear of failure (Bell et al., 2024). From a personality-based perspective, Raab, Stedham, and Neuner (2005) define potential entrepreneurs as those possessing characteristics typically linked with entrepreneurial success, such as achievement motivation, locus of control, problem solving ability, assertiveness, and tolerance for ambiguity. Together these approaches suggest that these entrepreneurs may be understood through intention models opportunity perceptions, or entrepreneurial traits, all of which represent early-stage precursors to venture creation.

Potential entrepreneurship is shaped by a combination of achievement orientation, risk-taking propensity, and preference for innovation. While none of these factors alone make up the entrepreneurial behaviour, together they form up the valid model of potential entrepreneurship Carland and Carland, (1997). In order to illustrate the choices developed by the potential entrepreneurs in a strategic way, an analysis done by (Alstete, 2014) comprising of 380 student business plans over 11 years rely on traditional strategies, combined with high failure rates of small businesses in literature suggests that potential entrepreneurs need greater awareness about the hybrid, alternative, and flexible strategies. done by shows that innovative and adaptive approaches will help potential entrepreneurs to prosper in the long run. The research processed by (Cromie, 2020) identified three personality traits of potential entrepreneurs (1) Potentially successful entrepreneurs, (2) Creatively inclined, and (3) People working according to the sample. These profiles differ in entrepreneurial ability based on traits like communication skills, motivation, decision-making, risk-taking, and internal drive. The study suggests that the higher the personal potential and internal motivation, the greater the entrepreneurial abilities and likelihood of success in business.

From the study of (Krueger, 2020), it was found that potential entrepreneurs have the perception that entrepreneurial activity is feasible and the environment is suitable and supportive illustrating that people who are yet to start their businesses find the business environment a favourable and supportive place to work on. On the other side, in the work of (Lazanyi, 2014), in the comparative study of potential students who aspire to become entrepreneurs and the successful entrepreneurs of Hungary, it was revealed that successful entrepreneurs turned out to be better and scored higher in most of the cases related to entrepreneurial competencies and aspirations in terms of age, gender, experience, etc than the sample of the students. It has also been highlighted in the study of (Varadarajan Sowmya et al., 2010), that potential entrepreneurs especially students, possess strong entrepreneurial attitudes that can be shaped through education. The research underscores that positive attitude, combined with educational support, position students as future potential entrepreneurs, reinforcing the need to invest in entrepreneurship education globally.

The role of ICT for potential entrepreneurs is supported by the South African study done by (Johnston et al., 2010) which illustrates the personality characteristics of the ICT potential entrepreneurs using the Kiersey Temperament sorter and entrepreneurial tests on information system students and ICT entrepreneurs where results showed a strong positive link between rational temperament and potential entrepreneurship, also a gender bias was observed where males are more likely to show entrepreneurial potential as compared to females. Again, in the study demonstrated by (Morgner et al., 2025), the examined literature of Columbia confirmed that gender, internet access, age, and occupation strongly influence individual likelihood to engage in entrepreneurial activities such as e-commerce and banking which underscores the digital inclusion and adoption of ICT as critical predictors of ICT entrepreneurship, making them a central theme for fostering new ventures.

For Potential entrepreneurs, intentions are the best predictor of venture creation, this work of (Kreuger et al., 2000) confirmed that perceptions, feasibility, desirability, and propensity to act strongly shape entrepreneurial intentions fostering that positive intentions through training, education, and supportive policies can transform potential entrepreneurs in new venture creation. Moreover, the work of (Steyn et al., 2018) shows that ICT is an essential enabler for potential entrepreneur in tackling unemployment, poverty, and inequality. While trainees under South Africa's E/P model of entrepreneurship education are familiar with ICT tools, they lack practical application. Linking ICT directly to business skills training, along with mentorship and graduate programs, can strengthen entrepreneurial readiness.

IV. THEORETICAL FRAMEWORK

To comprehend the theoretical reasoning behind how the use of Information and Communication Technologies (ICTs) influences Behaviour among potential entrepreneurs, considering how ICT Attitude act as the mediating variable. The proposed theoretical framework in Fig.1 represents the suggested relationships between these constructs.



Figure 1: Theoretical Framework

[Source: Adapted from Theory of Planned Behaviour (Ajzen, 1985)]

V. RESEARCH METHODOLOGY

5.1 Collection of Data

The study sample comprised potential entrepreneurs from across India. A non-probabilistic purposive sampling approach was adopted to ensure participation from potential entrepreneurs actively engaged in managing their ventures. Data was collected during 2023–2024 through a hybrid approach, combining online and field-based surveys. Respondents were reached via entrepreneurship associations, professional networks, and social media platforms, supplemented by direct interactions in selected business clusters. The final dataset consisted of 207 valid responses. To ensure sectoral diversity, potential entrepreneurs primarily represented the retail, food processing, fashion and apparel, digital services sectors, education and training, manufacturing, healthcare, hospitality, handicrafts, and consultancy sectors across major metropolitan cities of India. All participants provided informed consent, were assured of confidentiality and anonymity, and were informed that their responses would be used strictly for academic purposes. Accordingly, the actual group-specific sample size of 207 responses for potential entrepreneurs were adequate. Notably, the dataset exhibited no issues related to missing values, reliability, or validity.

5.2. Questionnaire and scales

The questionnaire comprised validated scales measuring six core constructs—Attitude (Att), Perspective (Pers), Intentions (Intentions), ICT Attitude (ICTAtt), Behaviour (Beh). Each construct was measured using multiple items rated on a seven-point Likert scale, ranging from *strongly disagree* (1) to *strongly agree* (7). To ensure the instrument's reliability and construct validity, a pilot study was conducted with a sample of 29 participants. The questionnaire was pre-tested for clarity, language simplicity, and item comprehension and after applying principal component analysis, the refined version of the questionnaire reduced to a total of 19 items: ICT Attitude (3 items), Perspective (3 items), Intentions (3 items), ICT Attitude (5 items), Behaviour (5 items). These retained items exhibited satisfactory factor loadings and internal consistency, confirming their suitability for inclusion in the final survey instrument. Prior to analysis, the dataset was screened to detect outliers and missing values, ensuring data quality and integrity for subsequent statistical testing.

5.3 Empirical analysis

The study adopts an empirical approach focusing on quantitative analysis to ensure reliability and objective assessment. For the data analysis, SmartPLS 4.0 was used to test the proposed model. Reliability and validity of the scales were verified through Cronbach's alpha, composite reliability, and average variance extracted (AVE) (Hair et al., 2006). The PLS-SEM technique was applied in two stages: first, assessing the measurement model for reliability and validity; and second, testing the structural model to examine the relationships between ICT Attitude and Behaviour (Anderson & Gerbing, 1988). Prior to analysis, data were screened for missing values and outliers to ensure accuracy. The reliability and validity of the constructs were confirmed using Cronbach's alpha, composite reliability, and average variance extracted (AVE) following). As illustrated in Table 1, all values exceeded the recommended thresholds (α and CR > 0.7; AVE > 0.5), indicating strong convergent validity and internal consistency of the study.

VI. RESULTS AND DISCUSSION

The PLS path model evaluation followed the standard two-stage approach involving assessment of the measurement model and structural model. This approach ensured accurate estimation of construct relationships, thereby enhancing the robustness of the analytical framework.

Figure 1 presents the PLS-SEM algorithm model, illustrating the relationships between attitude, intentions, perspective, ICT attitude, and entrepreneurial behaviour among potential entrepreneurs. The measurement model demonstrates strong indicator reliability, with all item loadings exceeding the recommended threshold of 0.70, confirming adequate convergent validity of the constructs.

The structural model shows that attitude, intentions, and perspective are positively linked to ICT attitude, explaining a substantial proportion of its variance ($R^2 = 0.615$). Among these antecedents, perspective exhibits the strongest influence on ICT attitude,

followed by attitude and intentions. ICT attitude, in turn, has a strong and positive effect on entrepreneurial behaviour, accounting for a meaningful proportion of variance in behavioural engagement ($R^2 = 0.507$).

Overall, the algorithm results indicate that ICT attitude plays a central role in translating entrepreneurial dispositions into behavioural outcomes, providing preliminary support for the proposed mediation framework prior to hypothesis testing.

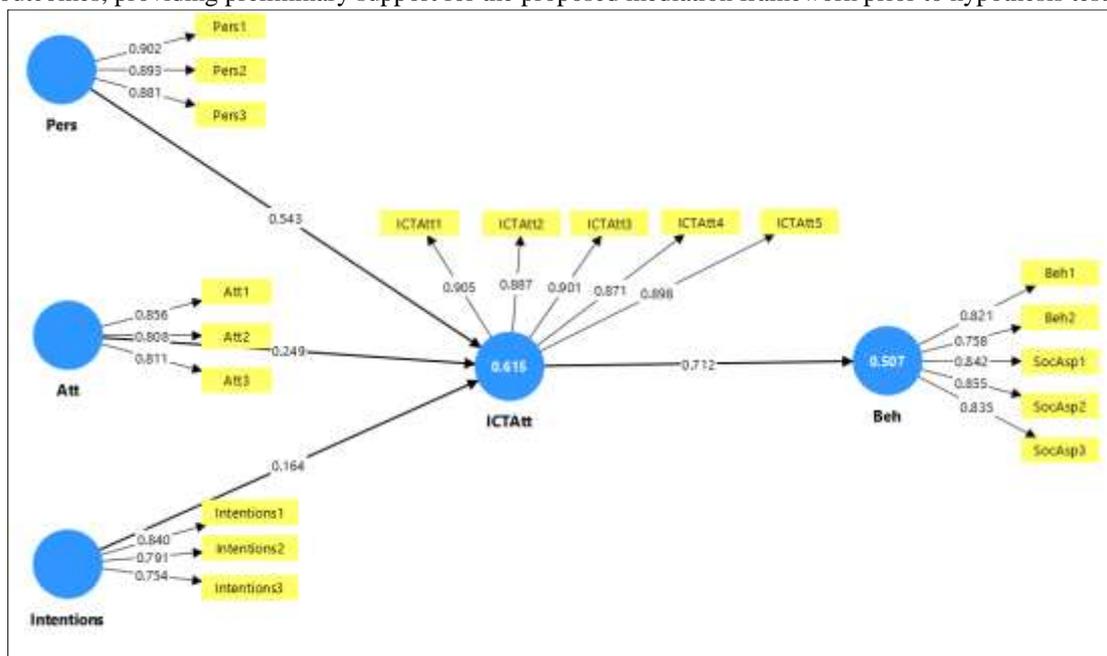


Fig.1 PLS-SEM Algorithm model

6.1 Measurement model

The reliability and convergent validity of all reflective constructs were assessed prior to evaluating the structural model. As reported in Table 1, all constructs demonstrate satisfactory measurement properties. The Cronbach’s alpha values range from 0.712 to 0.936, exceeding the recommended threshold of 0.70, thereby confirming adequate internal consistency. Similarly, the composite reliability (ρ_c) values range between 0.838 and 0.952, indicating strong construct reliability.

Further, the average variance extracted (AVE) values for all constructs lie between 0.633 and 0.797, which are above the minimum acceptable level of 0.50, thus establishing convergent validity. Overall, the results confirm that the measurement model exhibits acceptable reliability and convergent validity, making it suitable for subsequent structural model analysis.

Table 1 Details of Survey Instrument

Variable	No. of Items	Cronbach's alpha	Composite reliability (ρ_c)	Average variance extracted (AVE)
Att	3	0.767	0.865	0.681
Beh	5	0.880	0.913	0.677
ICTAtt	5	0.936	0.952	0.797
Intentions	3	0.712	0.838	0.633
Pers	3	0.872	0.921	0.796

To further confirm discriminant validity, the Heterotrait–Monotrait ratio (HTMT) was assessed, as shown in Table 2. All HTMT values were found to be below the conservative threshold of 0.85 (Henseler, Ringle, & Sarstedt, 2015), indicating that each construct is empirically distinct from the others. The highest observed HTMT value was 0.797, which remains within the acceptable range (Kline, 2011), confirming the absence of multicollinearity or construct overlap issues.

Thus, the results of both convergent and discriminant validity analysis collectively establish that the measurement model demonstrates adequate construct reliability and validity, ensuring that all latent variables are conceptually sound and statistically distinct for subsequent structural analysis.

Table 2 Heterotrait-monotrait ratio (HTMT) – Matrix

Construct	Att	Beh	ICTAtt	Intentions	Pers
Att					
Beh	0.797				
ICTAtt	0.714	0.782			
Intentions	0.482	0.557	0.498		
Pers	0.675	0.694	0.806	0.360	

6.2 Structural model assessment

Figure 2 presents the bootstrapped PLS-SEM model, reporting the significance of the hypothesised relationships. The results indicate that all structural paths are statistically significant, with p-values below 0.01. Attitude, intentions, and perspective show significant positive effects on ICT attitude, confirming their role as key antecedents in shaping ICT-oriented attitudes among potential entrepreneurs.

Further, ICT attitude exhibits a strong and significant effect on entrepreneurial behaviour, providing empirical support for its central role in the proposed framework. The bootstrapping results also validate the mediating role of ICT attitude, demonstrating that entrepreneurial attitude, intentions, and perspective are transmitted to behavioural engagement through ICT attitude. The R² values indicate substantial explanatory power for both ICT attitude (R² = 0.615) and entrepreneurial behaviour (R² = 0.507). Overall, the bootstrapping analysis confirms the robustness of the structural model and provides strong support for all hypothesised relationships.

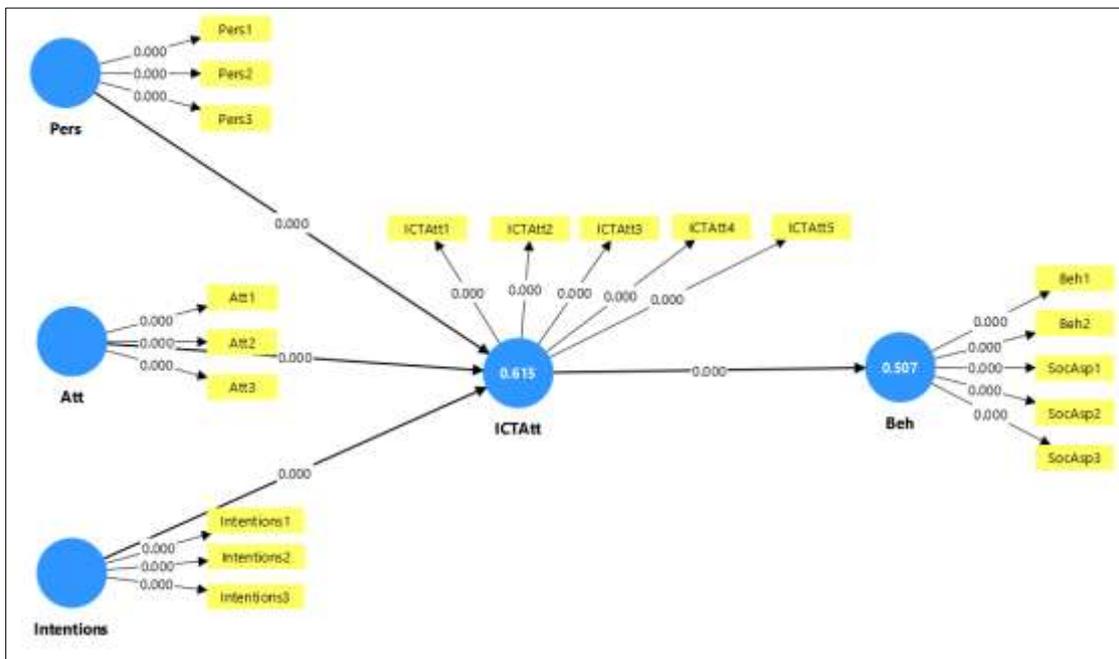


Fig.2 PLS-SEM bootstrapped model

6.2.1 Content validity and descriptive statistics for assessment

The assessment of collinearity statistics was conducted using Variance Inflation Factor (VIF) values to ensure that multicollinearity does not bias the path estimates within the structural model. As presented in Table 3, all VIF values fall well below the conservative threshold of 5.0 (Hair et al., 2020), indicating the absence of multicollinearity concerns among the predictor constructs. The VIF values across all measurement items ranged between 1.50 and 3.60, suggesting that each indicator contributes uniquely to its corresponding construct and that the model is statistically stable for further hypothesis testing.

Table 3 Content validity and descriptive statistics for assessment

Construct	VIF
Att1	1.614
Att2	1.575
Att3	1.506
Beh1	2.027
Beh2	1.729
ICTAtt1	3.643
ICTAtt2	3.496
ICTAtt3	3.525
ICTAtt4	2.963
ICTAtt5	3.436
Intentions1	1.525
Intentions2	1.304
Intentions3	1.430
Pers1	2.461
Pers2	2.403
Pers3	2.158
SocAsp1	2.264
SocAsp2	2.698
SocAsp3	2.396

6.2.2 Direct effect analysis

The PLS-SEM results reported in Table 4 indicate that the proposed relationships among the study variables are statistically significant. Attitude ($\beta = 0.249$, $T = 4.202$, $P = 0.000$), Intentions ($\beta = 0.164$, $T = 3.533$, $P = 0.000$), and Perspective ($\beta = 0.543$, $T = 8.989$, $P = 0.000$) have significant positive effects on ICT Attitude, establishing them as important antecedents. Further, ICT Attitude has a strong and significant impact on Behaviour ($\beta = 0.712$, $T = 18.119$, $P = 0.000$), highlighting its central role in shaping behavioural outcomes. Overall, the findings support the structural model and confirm that ICT Attitude acts as a key mechanism through which Attitude, Perspective, and Intentions influence Behaviour.

Table 4: PLS-SEM Results

Hypothesis Path	Original sample (O)	Sample mean (M)	Standard deviation	T statistics	P values
Att -> ICTAtt	0.249	0.248	0.059	4.202	0.000
ICTAtt -> Beh	0.712	0.714	0.039	18.119	0.000
Intentions -> ICTAtt	0.164	0.168	0.047	3.533	0.000
Pers -> ICTAtt	0.543	0.543	0.060	8.989	0.000

6.2.3 Mediation analysis

Table 5 presents the results of the mediation analysis examining the indirect effects of Intentions, Perspective, and Attitude on Behaviour through ICT Attitude. The findings indicate that Intentions have a significant indirect effect on Behaviour via ICT Attitude ($\beta = 0.117$, $T = 3.479$, $P = 0.001$). Similarly, Perspective shows a strong and significant mediating effect ($\beta = 0.387$, $T = 8.217$, $P = 0.000$), suggesting that individuals' perspectives substantially influence Behaviour through ICT Attitude. In addition, Attitude also exerts a significant indirect effect on Behaviour via ICT Attitude ($\beta = 0.178$, $T = 3.871$, $P = 0.000$). Overall, the results confirm that ICT Attitude serves as an important mediating mechanism linking the antecedent variables to Behaviour.

Table 5: Mediating effect

Hypothesis Path	Original sample (O)	Sample mean (M)	Standard deviation	T statistics	P values
Intentions -> ICTAtt -> Beh	0.117	0.120	0.034	3.479	0.001
Pers -> ICTAtt -> Beh	0.387	0.388	0.047	8.217	0.000
Att -> ICTAtt -> Beh	0.178	0.177	0.046	3.871	0.000

The results indicate that entrepreneurial behaviour among potential entrepreneurs is shaped through the combined influence of attitude, intentions, and perspective, operating within an increasingly digital entrepreneurial context. Rather than exerting direct and independent effects on behaviour, these constructs influence behavioural outcomes by shaping ICT attitude. This suggests that entrepreneurial behaviour is not driven solely by favourable attitudes or strong intentions, but by the extent to which these factors contribute to the development of a positive ICT attitude. The findings reflect the evolving nature of entrepreneurship, where readiness to engage with ICT has become an essential component of entrepreneurial behaviour.

The study further demonstrates that the alignment between attitude, intentions, and perspective with ICT attitude plays a decisive role in translating entrepreneurial readiness into behaviour. Intentions and perspective contribute to behavioural engagement only when ICT attitude is favourable and supportive of entrepreneurial activities. This highlights that potential entrepreneurs require not only positive attitudes and clear intentions, but also a strong ICT attitude to effectively engage in entrepreneurial behaviour. Overall, the findings reinforce the view that ICT attitude serves as a central mechanism through which attitude, intentions, and perspective are translated into observable behavioural outcomes.

The findings suggest that interventions aimed at potential entrepreneurs should begin at an early stage, particularly within schools and higher educational institutions. Integrating ICT-oriented entrepreneurship modules into school and college curriculum can help develop favourable ICT attitudes alongside entrepreneurial attitudes and intentions. Early exposure to digital tools, basic business technologies, and ICT-enabled entrepreneurial activities can ensure that potential entrepreneurs develop behavioural readiness before entering the market. Such institutional integration can strengthen the alignment between attitude, intentions, perspective, and ICT attitude, thereby supporting more effective entrepreneurial behaviour in later stages.

In addition, government-led certification programmes and structured internship initiatives can play a critical role in strengthening ICT attitude among potential entrepreneurs. Short-term certification courses, such as six-month skill development or entrepreneurship-linked ICT programmes offered through recognised ministries and national agencies, can provide practical exposure to digital platforms, e-governance tools, and technology-based business processes. Monthly or periodic internship schemes

associated with these programmes can further reinforce ICT attitude by enabling hands-on engagement with real-world entrepreneurial and digital environments. In addition, government-led initiatives specifically designed for potential entrepreneurs, such as early-stage funding support, seed grants, and incentive-based schemes, can play a crucial role in sustaining motivation and participation. Financial assistance and structured support mechanisms reduce entry barriers and encourage continued engagement with ICT-enabled entrepreneurial activities. By systematically linking education, certification, experiential learning, and targeted government support, such initiatives can facilitate the transition of potential entrepreneurs from intention formation to effective entrepreneurial behaviour, thereby contributing to a more digitally capable, motivated, and inclusive entrepreneurial ecosystem.

VII. Conclusion

This study enhances understanding of entrepreneurial behaviour among potential entrepreneurs by establishing the central role of ICT attitude in linking attitude, intentions, and perspective to behavioural outcomes within a digital entrepreneurial context. The findings demonstrate that entrepreneurial behaviour is shaped not merely by favourable attitudes or strong intentions, but by how these factors contribute to the development of a positive ICT attitude. In doing so, the study underscores the growing importance of digital readiness as an essential component of entrepreneurial behaviour in contemporary environments.

By integrating ICT attitude into a behavioural framework informed by the Theory of Planned Behaviour, the study extends existing entrepreneurship literature by showing that traditional explanatory factors require contextual adaptation in technology-driven settings. The inclusion of perspective further strengthens the framework by capturing how orientation toward ICT influences behavioural engagement. This integrated approach offers a more comprehensive explanation of entrepreneurial behaviour in digital contexts, addressing limitations of earlier models that largely examined direct relationships.

The novelty of the study lies in its focus on potential entrepreneurs and its emphasis on early-stage behavioural formation. Unlike prior research that predominantly examines established or nascent entrepreneurs, this study highlights how entrepreneurial behaviour can be shaped before venture creation. By identifying ICT attitude as a key mediating mechanism, the research provides new insights into the process through which entrepreneurial readiness is translated into action, contributing a developmental and forward-looking perspective to entrepreneurship research. Despite several contributions, this study has several limitations as it uses cross-sectional data, which limits causal inference, and a relatively small sample size, which may affect the generalizability of the findings. The focus on a specific demographic and geographic context further restricts broader applicability. Self-reported measures could introduce bias, and other potential mediators or moderators, such as risk tolerance or entrepreneurial self-efficacy, were not examined.

Therefore, the findings are particularly relevant in the current context of rapid digital transformation and increasing institutional support for entrepreneurship. The study highlights the importance of early interventions that integrate education, ICT exposure, certification, experiential learning, and policy support to strengthen ICT attitude among potential entrepreneurs. By aligning theoretical advancement with practical and policy-oriented relevance, the study contributes to both entrepreneurship theory and practice, offering a timely and digitally grounded framework for preparing potential entrepreneurs to participate effectively in an increasingly technology-driven entrepreneurial ecosystem.

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