



*Original Article*

# **Exploration of (Non)Entrepreneurial Intent: A Narrative Inquiry Examining Exogenous Elements**



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## **Abstract**

I began this paper with an inquisitiveness to understand the post-studies intention of undergraduate students. My research focuses on the after studies intent of students: job, business/entrepreneurship or something else. I do not propose any essence for 'why or why not' of entrepreneurship/business or job. Thus, this article is a product from a large data set that I had gathered for my Masters of Philosophy (MPhil) dissertation. In this article, I aim to explore my participants' intention towards entrepreneurship through their narratives. To explore and analyse their stories, I examine exogenous elements in shaping their entrepreneurial intent. In exploring the entrepreneurial intent of my participants, I take refuge

of 'intention model' proposed by Krueger (1993) and look into exogenous factors such as 'perceived social norms', 'perceived desirability' and 'perceived self-efficacy', 'personal feasibility' to form (non)entrepreneurial intent. Through understanding my participants' life-stories, however, I come to the conclusion that non/entrepreneurial intent are a result of interacting situational and socio-cultural factors.

**Keywords:** *Entrepreneurship; intent; narrative; intention-model*

## Introduction

Entrepreneurship is synonymized with business start-up, creation of new organizations and/or often 'equated with small business' (Kirby, 2006, p. 36), or it is associated with the concepts of owner-management and self-employment. The varying pattern in the process of entrepreneurship further adds differentiation in its meaning and understanding. 'The process of how, by whom, and with what consequences business opportunities based on future products and services are discovered, evaluated and exploited is shaped by the level of development of the economy and the cultural context in which it occurs' (Potter, 2008, as cited in Fayolle, 2010, p. 1). The changing content of the concept of 'entrepreneurship' over time also makes it ambiguous and complicated to define what the term exactly is. For instance, it is unclear whether innovation is a necessary element for entrepreneurship, or does self-employment suffice, or whether self-employment and ownership of a small business firm are equally entrepreneurial (Ulijn & Brown 2003, as cited in Licht, 2007, p. 13).

However, to amplify what entrepreneurship is, I take Schumpeter's standpoint. Schumpeter sees entrepreneurship primarily

as 'innovation'. Schumpeter (1883-1950) "was successful in attributing entrepreneurship to a fundamental function within the economy and in social life, namely the function to bring the market out of equilibrium and move the whole economy and thereby change society" (Johansson, 2010, p. 126). While going through literature, I find Schumpeterian's (1934) views having two phases though. In first phase, Schumpeter describes individual 'entrepreneur' as the hub of and the engine behind the change in the economy and secondly, he sees innovation as a phenomenon. I also acknowledge Kirzner's view on entrepreneurship. However, unlike Schumpeter's focus on innovation, Kirzner (1979) sees entrepreneurship as alertness to new opportunities. He opines that it is fundamental for an entrepreneur to be alert in identifying and dealing with profit-making opportunities ("entrepreneurial alertness"), i.e. the entrepreneur tries to discover profit opportunities and helps to restore equilibrium to the market by acting on these opportunities (Landström, 2005, p. 39). Thus, I see Kirzner focuses more on 'alertness to hitherto unnoticed opportunities' (Birkinshaw, 2001, p. 67) whereas Schumpeter eyes on 'innovation'.

From the above discussion, entrepreneurship can mean anything from starting up a venture to being innovative and alert in discovering new opportunities to make profit. However, the important question that this article tries to serve is 'how does an entrepreneurial intent germinate? What makes an individual want to start-up a venture? What are the elements that drives one to entrepreneurship and other(s) not? My field study shows to-have or not-to-have an entrepreneurial intent is exogenously<sup>1</sup> or endogenously<sup>2</sup> driven. This article focuses on exogenous elements that germinates entrepreneurial intent in an individual. In addressing the entrepreneurial intent of my participants, I take refuge of 'intention model' proposed by Krueger (1993) and look into exogenous factors such as 'perceived social norms', 'perceived desirability' and 'perceived self-efficacy', 'personal feasibility' to form (non)entrepreneurial intent.

### **Methodology**

In this article, I take narratives of four participants, whom I had selected purposefully, to explore their entrepreneurial intent. Based on my field work that I had carried out for my Masters of Philosophy dissertation, I had generated two threads namely 'on the field', and 'off the field' to reflect on their stories that they had shared during the interviews. Since my aims were to gather data in the form of field-text through individual stories and their experiences, make meaning of those experiences, and "connect those events and stories in a meaningful way and thus to offer insights about the world and/or people's experiences of it" (Elliott, 2005, p. 3), I took narrative

inquiry for this research. My participants' willingness to share their stories which is a natural part of life, as Creswell (2012) states "individuals all have stories about their experiences to tell others" (p. 502), necessitated me to become a narrative inquirer through which I aimed to capture, understand and give meaning to everyday lives through story in the form of (data) field-text that is familiar to individuals.

### **Unfolding Meetings With My Participants to Explore Their Entrepreneurial Intent**

The following sections unwraps the detail encounter with my participants to further elaborate their position and explore the endogenous aspects in shaping their entrepreneurial intent.

#### **Scene I: In the Field: Meeting With Brahma**

To initiate the conversation with Brahma, I began with a mundane question of his understanding of 'entrepreneurship'!

'What do your understanding of business / entrepreneurship?' I asked him.

He said, 'When I was in America, I had quite often heard and read about entrepreneurship-success and failure stories. I came across words like innovation, self-employment, self-confidence, exploitation of opportunities, leader-in-you etc. being associated with entrepreneurship. I do not disagree; not at all. But one thing I do not agree upon is 'innovation'. As far as I understand, innovation is 'doing completely new thing, new invention'. But I don't think

there is anything left to be invented in modern time. Human beings have thought about all possibilities on new inventions/innovations. Yes, some have been materialized, some have not. I don't actually believe in completely new innovation as such. It's like 'people don't do different things, they do things differently only'.

'But how?' I was startled. My effort to act placid was ruined. I had no idea what he was trying to say.

'I want you to be more specific,' I said.

He started with an example of mobile phones.

'Mobile phones were invented long back. Who first invented it- was innovation and revolutionary in itself, agreed! I don't see any innovation at present (or future) phones though. It will be the same fundamental idea/technology used (now and in future) as someone's innovative invention of the past. As far as I understand, in classical sense, conventional definition of entrepreneurship is associated with 'complete new innovation'. I see no innovation but improvement to what we already had yesterday. So, I look it as up-gradation but no innovation. Things are done in such a way that people find it unique, refreshing; they like it. Truly, businesspersons try to fool people for profit maximization. People are made fool in such a way that they do not feel they have been fooled. They are made to think they are getting something new, something unique, something better ultimately benefiting themselves'.

'Brahma, is a potential candidate having business intentionality', I thought. The use of

words like profit, benefit, business and such strengthened my thinking. I was not sure though. One thing I was sure of and was evident, he had explained innovation lucidly and elegantly then I had previously understood.

## Scene II: In the Field- Narad's Tale

Business Sucks!

I observed satisfying glow in Narad's face as he spitted these two words. I believed business did not taste delicious to him.

'Business has and will never work for me,' he said. Once, I tried but failed miserably since then I say no to businesses,' he added.

Recollecting he says, 'when I was in my BBS first year, I tried a mushroom farming business. I including four of my friends had leased a land in Lakuri Bhanjayang for mushroom farming. We did all the necessary arrangements like making small-small hay-huts, designing appropriate furrow, temperature etc. by ourselves. Hard work it was but we were passionate about it. Hard work also compensated us with good returns so we were happy about it.

We woke up early in the morning at 2 a.m. every day. We had divided ourselves in two groups. Thus, we did our morning task alternatively. It was every second day two of us had to wake up. Once woke up, morning responsibility was entirely ours. Digging up mushrooms from the muck, placing it inside the rucksack, tightening the sack strongly in the motorbike's pillion and riding all the way from Lakuri Bhanjayang to Kathmandu to sell the mushrooms became a routine activity.

The earlier we arrived at the selling centres with mushrooms, the more expensive we could sell it for. So, sometimes we even reached the selling centres by 2 a.m. itself.

Summers were fine. Winter, however, killed me. During winter, I could feel chill in my bone. Early wakeup, routine activity, frigid mornings etc. gradually became unbearable to me. I began to lose interest in what I was doing. My perseverance deteriorated and performance declined. I could no longer wake up at 2 a.m., my scheduled time. I could not and did not want to work hard. I had even started questioning myself- for what am I working this hard?'

If you start asking (negative) questions in business, your passion, discipline and focus towards your business is gone! I thought.

'It was after only six months since we had started that I completely lost interest in my venture. I believed my disinterest had become discernible when one of my maternal uncles asked me to join his office if my so-called business had become intolerable to me'.

'I rather go for a job which my uncle has offered me in his office'. This sentence echoed in my head more than fifty times a day.

'Though I would earn less (and fixed) money than what I am making in mushroom business, the ease of life is incomparable', he said. 'On top of that I will only have to work 8-9 hours a day unlike my mushroom business', he added, with a noticeable trace of self-consciousness.

'Comfortability had become triumphant whereas passion lay astray', I sensed. By then I had realized he had made up his mind to quit business and take up the job.

'Why the hell would I want to do business?' he hollered but sounded gratified.

I also perceived his face looked relieved as he pronounced the final sentence but his phone ring interrupted me before I could 'more' read his gestures.

'Second round of drink', he gesticulated. Yeah ok, I said. He called for a tea-boy. This time I ordered tea and he ordered Dew.

### **Scene III: In the Field - Saraswati's Tale - Simple Living, Simple Thinking**

Why did you opt for BBA and what after BBA?

She began in a flash. I sensed she had beforehand anticipated such question(s) of mine.

'I chose BBA because it is far better and vendible than BBS or any other courses. Rather than studying BBS and struggling to get a job, I chose to study BBA and open my avenues for job availability'.

I perceived her after-studies intent when she said 'avenues for job availability'.

'BBA is all about Business and Administration, as it refers, which part of it are you more interested in: Business or Administration'? I probed her in a layperson way to further dig out her intent.

Simpering, she begins, 'I chose administration because there is always an element of risk in business and in administration. All you have to do is administer i.e. manage businesses'. Immediately after I asked her if she was afraid of taking risks, she answered, 'I want to take risk but very limited'.

'What does that mean?' A question popped up in my mind.

She explains, "Business itself is a risk but administration teaches you how to manage or mitigate these risks. I want to be at the side of managing risks rather than taking risks. And more over to run a business, you not only have to take risks but also have to devote your time, energy etc. into it. I am an eight-hour working person. I cannot follow hectic schedule. That's not my nature. 'Simple living! simple thinking!' that is what I believe in. Thus, I simply say business is not my cup of tea".

During the course of interview, she even jotted numerous *mantras* that were essential for a business to be successful: time management, people management, resource manager, risk taking behaviour, risk taking attitude, innovation etc.

As she spoke, she sounded more like an adroit manager to me than a business person. 'She knows every titbits of business and its management', I felt. Thus, voluntarily I put her into the category of job lover.

She is one of those 'informed' participants of mine who knows 'how to successfully run a firm as a manager' than to 'grow a business as an innovator/entrepreneur', I thought. I

categorized her as one who is job seeker than a job creator; one with the job intent than that of a business intent.

### Scene IV: In the Field- A Tale of Meeting Ram

I was travelling from Koteshower to Kalanki back home. I heard a male voice asking me from the adjacent seat, if everything is OK, sensing my discomfort. Those days I was pressed with my dissertation work and so I did not feel like initiating talks, especially with strangers. Unwillingly, 'Yes, I said, without looking at the face and turned to look out of the window to get some fresh air.

'Which is your stop? Do you need water to drink?' the voice asked, sensing my discomfort after five minutes, obviously to make conversation I thought. I kept quiet. I felt irritated by his audacity. I even showed him the expression of mild disappointment and indifference.

He did not speak for another five minutes.

'Considering the circumstances his assistance is supreme?' I felt. A sense of guilt ran within for disregarding him. 'I will respond to anything he says now' I thought.

Unconvincingly he made another attempt to interact by asking me my name and where I was going to. To socialize, though reluctantly, I answered him. I was trying to make my voice sound friendlier than my displeasing looks which I had given him few moments ago.

'What's your name? Where are you coming from? Where are you going?' I asked him



relevantly. Ram Prasad Chhetri, he said. He also said he had come from job interview and was returning back home to Balkhu.

'Job Interview, did I hear it correctly?' Yes, I did.

My eyes and ears became more vigilant. My discontentment vanished. I became agile and self-interested to talk to him. I find a job seeker next to me I thought.

'Why job?' I wanted to explore more on his intentionality. The time became evil.

We had already reached Balkhu Bridge by then, which was his stop. I felt as if our conversation had just begun and it was already over.

As the bus reached Balkhu, before he got down, we exchanged our numbers. By then I had decided to select him as one of my research participants.

### **Act I: In the Field (Scene IV Extended) - A Change in Intention**

When I met Ram on next occasion, I heard the twisted version of his intent.

'I don't want to stay in Nepal anymore. I have dropped my idea of preparing for PSC exams. I will go to Dubai, Malaysia, Qatar wherever but will not stay in Nepal', Ram Prasad sounded frustrated and disturbed. His first statement, after we had comfortably seated, startled me. I gave him a confused, bewildered, astonished look. However, Ram's frustrated and disturbed statements had more to say than what he had said. My previous meetings with him had made me

believe he is a job material. Now his proclaimed statements had something else to say.

I thought he might have changed his intention towards job and had different views than what he had told me earlier. As I spoke to him, I realized it was not the change in intention, rather he did not want to stay in Nepal but go abroad and still be in job.

'What had made him change his mind drastically, that is not to stay in Nepal and go abroad for the job, within couple of weeks' time?' I wondered. I could not help myself asking him his change in outlook towards not staying in Nepal and going abroad.

Melancholy he narrates, 'I fared an accident, in Daare Chowk, a week ago whilst I was returning from home. The post-accident situation made me strongly decide I am not going to stay in Nepal now'.

I sensed that he was physically okay, but was in deep distress.

I believed something terrible might have happened to him to take such a strong decision. I did not barge in. I let his monologues drift.

He continued, 'I have heard of accidents and death several times or even seen them on television. But to witness something like that in front of your eyes stuns your senses. I had witnessed injuries, blood gushing, moaning, and death so closely for the first time in my life. People were dying in front of me. My hands, neck, legs- everything turned cold. To make situation worst, you won't believe, the rescue did not happen even after two hours of

accident. Someone from the bus had called the police and the ambulance but no sign of their arrival showed even after couple of hours. Thank god nothing had happened to me! But I thought had I had been injured and shed blood; I would have died of that.'

'Can you imagine a person dying of not getting timely treatment and that too because of bleeding?' he questioned himself. I could see Ram's eyes watering- as he narrated his story.

'This incident has saddened me very much and made me think no-matter-what I am not going to stay in Nepal. Prior to that I thought I would follow my father's footsteps and try for PSC exams. After that incident, not even one part of me wants to stay in Nepal'.

Ram Prasad's voice broke into tears. He sniffed hard but the tears did not stop. He probably had an outburst of tears deep inside, which came incessantly running across his cheeks. I even had to give him my handkerchief to absorb his tears. His voice did not irritate me anymore. Now, I realized his exigency for meeting me. 'Presumably he wanted someone to hear his story to cheer up his heart', I thought.

### **Outlook I: Off the Field: Moments of Twist**

Reflecting on my participants' say, I argue that intention of doing anything is 'a cognitive state temporally and causally prior to action' (Dennett, 1989; Krueger, 2000, as cited in Krueger, 2009, p. 51) and it is contextual. Intention is a state of mind directing a person's attention (and therefore experience and action) toward a specific object (goal) or

a path in order to achieve something (Hindle, Klyver, & Jennings, 2009, p. 37). When I say intention, I here mean it to refer Brahma's intent towards business; Narad's inclination towards job; Sarawati propensity toward job and Ram's twist of intent to go abroad and leave his job intent. I also mean it to refer their behaviour which suggests both- a decision to act and - an involvement in action (of wanting to be in job or business or go abroad).

I see my character's intention(s) as purely contextual. I find self-efficacy, motivations spurring intentionality. I find this model 'one of the most influential models with respect to cognitions when studying what people choose to become and continue becoming that (Elfving, Brännback, & Carsrud, 2009, p. 23). This model, which is also called entrepreneurial intention model (EIM), was developed by Krueger and his associates, which draw heavily on the work of Ajzen and Fishbein and their theory of planned behaviour as well on the work of Shapero (1982) and his theory of the entrepreneurial event (Elfving et al., 2009, p. 24).

Experiencing my participants, however, I come to the conclusion that non/entrepreneurial events are a result of interacting situational and socio-cultural factors. I believe that the greatest reason for non/entrepreneurial events is a change in the person's life path, e.g., the horrific accident that Ram had, failed business attempt that Narad had etc. But I also assert that changes in one's life path alone, however, are insufficient conditions for a non/entrepreneurial event to occur. Other influencing factors like background, previous experience and one's perception of feasibility are equally responsible for the intent.



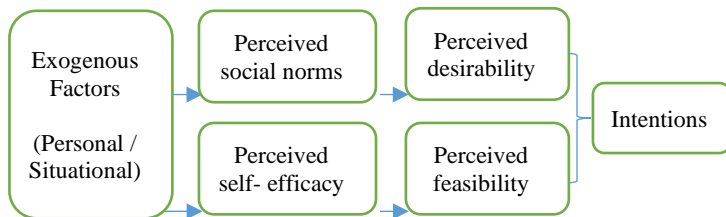


Figure 1: Intention Model (IM) (Krueger, 1993).

Going through the above IM, I find that my characters' intention to opt (no)business is guided by their respective position/context of social norms, desirability, self-efficacy or feasibility. I see the exogenous factors like their family background, feasibility had predicated their intention to opt for business or job.

## Outlook II: Off the Field - Family Culture in Shaping Intent

In this section, I describe my characters' socio-cultural background that had shaped their intent. I recite their cultural counters and their characters' stories from the field in an anecdotal form. By far now, I had deduced Brahma having business intent, Narad liking for job, Saraswati not having business or entrepreneurial intent and Ram's contextual factors guiding his intentions to go abroad. Unquestionably their talks and thoughts in one way or other reflected their intent of being or not being in business.

### *Anecdote I: Narad's artefacts: Business background with no business intent*

Narad hails from Newar family. If I have to believe my mother say, it is either 'Newars' or 'Marwaris' who have business in their blood. I also somewhere believe looking around my friends' and family circle, there is something

about Newars and Marwaris; they simply love business. And Newars from Kathmandu loved business than anything else. My belief had been solidified by many empirical evidences I have gone through. Whenever I visit any of my Newar friends in their house, I felt their families tend to respect you more if you are in business than if you are in job.

However, my several meetings with Narad had confirmed me that he is not one of those breeds. I wanted to dig further and find out the reason behind his intent of no business. I wanted to find out, to what extent whether or not, his socio-cultural and economic upbringing is responsible for (un)shaping his intent. During my meetings with him I had come to know that his father, his grandfather and his great grandfather all had been in business. A shirting suiting business it was; it is rather! He had told me that his father is 70 years old, and now had handed his business to his sons. Retired from the business, at this ripe age of 70 his father still voluntarily took orders and managed business affairs. Though he no longer ran business directly and he certainly is nowhere near as busy as he once was but he still managed to pick up orders from time to time to keep himself busy, Narad said.

As he recited his (hi)story, I did not experience his father's business aspirations had any impact (of being a business person) on him. On the contrary in meetings with him I had find him unequivocally asking himself, 'Why would my father want to work that hard if he has got four outlets of shirting suiting around?'

Narad's family owned four shirting suiting outlets located at Koteshower, Patan, Chabhil and Kupondol.

'This year my family has a plan to open one more outlet in Tripureshwor', he said. He further told me their three storeyed building located in Bhaktapur was in lease which gave his family a handsome rent. As he was reciting his family background, I became aware that exogenous factors like family-business culture, healthy economic condition etc. had least or no impact in shaping business intent.

I wasn't still convinced that despite having healthy platform for business, he did not want to go for business. Deep down inside something protested my belief for him. To further probe into his intent, I even said 'you should go for business because you have much possibilities and potential in it. You also don't have to start from the scratch, unlike, so many business aspirants if you wish to'.

I also made him aware about his socio-cultural and economic suitability that favoured him doing business.

My lure did not entice him. In an unrepentant tone he said, 'no to business, rather I go abroad for labour job, pull skin out of my bone and earn money'. As he said so I realized he did not like business and business was no longer an option for him.

*Anecdote II: Ram's artefacts: Business is not for all*

I had met Ram in his rented room that day after 10 minutes of bus ride and 5 minutes of walk. He had already kept tea on stove anticipating my arrival time. 'My love for tea is perceptible even to Ram Prasad', grinning I entered his room. The tea was brewing. As it was drizzling outside, half soaked half dry I had entered his room. He handed me a fresh

towel to wipe water. Once I dried myself, I got seated. He poured tea into two glasses; one he handed to me. I felt warmth as I swallowed the tea. I thanked Ram Prasad for his hospitality and began my conversation.

'You said you have a job intent; how do you see business; don't you ever feel like running a business or having one?'

'I don't have that much propensity towards business', he said in a sotto voice.

'What does he mean when he said 'much' propensity'? Does that mean he had some 'sort' of business intent? Does that mean he had tried business before, or was he into business before? Does that mean he knew what doing business was like? Does that mean his fail business attempt?' Multiple questions flickered into my mind in no seconds. Before I could regroup my wandering mind I heard, 'Business is of no use for middle class people like us. When my father was posted in my village, he had some spare time. 10-5 he would go to office; rest of the time he would stay idle in the house. So, my father had decided to utilize his spare time in some income generating activity'.

'My father had thought of utilizing the half a bigha land, which had stayed barren for a long while, for his venture', he stated. 'I believed my father had already decided what he wanted to do. Nevertheless, trying to act liberal, my father consulted his thoughts with the family members. Unanimously, approving to my father's voice, my family concluded it would be poultry farming. The happiness and excitement in my father's face

were distinct. The zeal and thrill in his face resembled as if he had won a Nala Pani War'.

He continued, 'As far as I know, we were second in town to run poultry farming business. Presumably because of that, I felt proud and wonderful. Our relatives, all including the far ones, also believed what we had decided to do was simply great'.

As he narrated his anecdote, I gradually sensed distress in his voice. The vivacious narration of while ago was slowly turning into distinct soreness. I did not interrupt in between. Twinge in his voice he continued:

'My father had given his heart and soul for his venture. Despite making his 10-5 job, he would give rest of his time to the farm. I had witnessed him work endlessly for hours. Sometimes his endless hours would stretch so long he would work till midnight and up until next morning. He would not rest. Rather he attended his office sleepless. I could feel my father's passion, energy and dedication into the poultry farming. Though we did not make much profit during the first quarter, my father's endless effort never subsided. He never felt tired doing stuff for farming. Especially in winters when the chickens stayed awake, he too stayed awake with them. He made sure that the poultry had enough light and heat to help survive chicks. Whenever there was power cut, he would make an ad hoc arrangement of light and heat. He would stay awake until everything was sorted out.'

He made another cup of tea as we talked about bad weather, difficulty of life because of rain: landslides, livestock and people

drowning due to floods etc. 'These are nature caused disasters, which we don't have control over but the bus accident was a man-made'. He paused and sounded disturbed as he uttered retrospectively. He even made a rhetorical remark- 'I don't know which one is more dangerous'!

I felt that bus incident had badly impacted on him. The determination not to stay in Nepal had not come like that! I thought.

As he sipped his tea, he became nostalgic and began his father's story where he had left from. 'The depressing part of business sprouted when a disease called 'Bird Flu' erupted. Though we had tried every possible way to prevent the disease I don't know from where our farm got affected and our chickens started dying. Gradually and steadily, the sales of meat and eggs started declining. In no time, all our chickens were dead and the land was left barren again, with only physical infrastructure remaining, with no living life.'

I remember my father had called District' Animal Office several times in between to notify them about the outbreak of bird flu in the farm. But, no assistance came from them when needed. Yes, they showed up after everything was ruined, after thing was dilapidated. Rather than helping us, technically, the officials comforted us by showing us the way to claim our losses'.

My father is still chafing his shoes into government offices to get the loss amount', he said mockingly.

A sarcastic glow showed in his face. Though still sting in his voice he began, 'if you have power, source you won't ever face such

problems. When our chickens were dying despite calling hundreds of times no one came to assist us. Had it been some politician's case, the assistance would have reached even before asking'.

I could sense both pain and anger in his voice.

'The pain and the irritation were, probably, responsible for his non-business intent', I thought. His frustration was also visible against the system- the government and the policy. The incident of bus accident, poultry farm etc. ran across my mind. I felt helpless for him. I felt sorry for him. -

I peered through the window. It had stopped raining. I had to go home for lunch. So, I thanked him for his hospitality and his valuable experiences before I left.

### **Conclusion**

From the above discussion, I understand exogenous factors are greatly responsible in (not)shaping entrepreneurial/business intent or a job intent of my participants. My theoretical referent helps me to understand that perceived social norms and perceived desirability' and personal/situational factors like 'perceived self-efficacy and perceived feasibility' might shape the job/entrepreneurial intent. Reflecting to the critical events of my participants' life, Possibly, I also sense it to be true to some extent. However, I accept that it is only one factor(s) that could be responsible in shaping the intent of (not) becoming an entrepreneur or a job holder. Sometimes social norms could drive someone to opt for on what is expected from one (as in Ram and Saraswati's case) whereas at other occasion it is purely a

self-efficacy which pulled someone towards business, e.g., Brahma's case. However, sometimes counterculture also prevailed in shaping one's intent, for e.g. both in Brahma's and Narad's case. As mentioned above Brahma has been brought up in a job culture whereas Narad's of a business background. In their cases, unlike, 'perceived social norms and perceived desirability' and 'perceived feasibility' it was a self-efficacy that shaped their intent.

Thus, in this last section I have tried to connect the dots with my characters' intent with my proposed Entrepreneurial Intention Model (EIM) to show how my characters reflect EIM intent. Reflecting Brahma's case, I understand his social norms, personal situation etc. being least countable in shaping his intent of becoming an entrepreneur. Brahma had a job holding history, as oppose to my other character Narad. Brahma was born and brought up in job culture. However, unlike his parents, he has an opposing view towards job and is inclined toward business/entrepreneurship. I argue Brahma's self-efficacy drives him towards becoming an entrepreneur whereas Narad despite having favourable business background has no love for business. I assume his low self-efficacy hinders him from becoming an entrepreneur. However, for my two other characters, the EIM (does not) fit in shaping their entrepreneurial intent. Because of the exogenous factors, like social, cultural and economic, their intent is shaped accordingly. Thus, I say one's social, economic, cultural and situational circumstances acts like a mirror, which reflects one's intention of becoming of what s/he wants to become.

As I go on writing, one crucial question, however, came into my mind- why Brahma had high self-efficacy as compared to another participant or vice versa. As I go on reflecting and analysing, I am encountered with multi-fold reasons. I believed Brahma is a kind of a person who had business in his blood, despite belonging to job holder parents. Every time he spoke, it was always and positively in favour of business as opposed to Narad, Ram or Saraswati. A different angle, while analysing, also made me think that Narad and Ram had tried business before and had failed. Probably that could be one reason for their low self-efficacy or being negative towards business. Both these guys had experienced the hardship and impediment in running a venture. On contrary, though Brahma looked confident, he had never operated business of any kind. Had he had that 'bad' experience and had he 'probably' failed in business his self-efficacy might not have been high as it is now (while talking to me). Nevertheless, speaking to him always made me feel he is a kind of guy who would not give-up until he achieved what he wanted to achieve. Apart from his passion for business, everything else seemed secondary for him.

Finally, I say exogenous factors like 'perceived social norms and perceived desirability' and personal/situational factors like 'perceived self-efficacy and perceived feasibility' shapes the intent, but as the theory assuming perceived feasibility and perceived desirability predict the intentions and perceived social norms and perceived self-efficacy are antecedents of perceived desirability and perceived feasibility to shape an 'entrepreneurial' intent may not always be true.

## Notes

<sup>1</sup> Derived or originating externally.

<sup>2</sup> Derived or originating internally.

## Competing Interests

The author declares that no competing interests exist.

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