



GSJ: Volume 7, Issue 12, December 2019, Online: ISSN 2320-9186

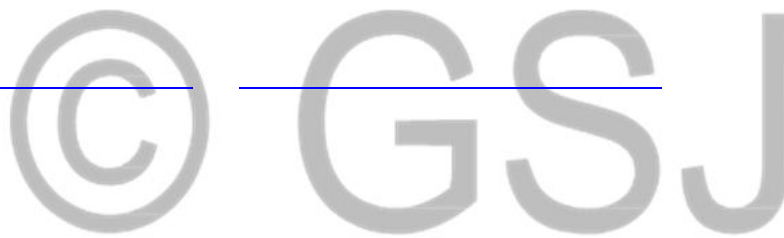
www.globalscientificjournal.com

**FACTORS FOR POTENTIAL ENTREPRENEURS INTENTION TOWARDS
SUSTAINABLE ENTREPRENEURSHIP: THE CASE OF WOLKITE UNIVERSITY
GRADUATE STUDENTS' IN ETHIOPIA**

J cdwo wI gdg{ gj wCno kpgj ""

Fgr ctwo gpv'qhO cpci go gpv.'Eqngi g'qhDwukpgu'c'pf 'Geqpqo leu 'Y qmkg'Wpkgt uk'. 'Y qmkg.'Gvj kqr lc''

J cdwo wi gdg{ gj w45B i o ckteqo



Abstract

The main objective of this study was to examine the influencing factors of potential entrepreneurs' intention towards sustainable entrepreneurship. To investigate the research, Wolkite University graduate students were taken as a population of the study. A total of 180 samples have been taken from the study area using a simple random sampling technique. A survey instrument was used to collect the data from the sample. The collected data were analyzed using SPSS version 22 software. Both descriptive and inferential statistical analysis was carried out to achieve the research objectives of the study. From the inferential analysis result, Pearson correlation analysis showed that all independent variables (entrepreneurial education, social norm, entrepreneurial attitude, self-efficacy, entrepreneurial motivation and perceived behavioral control) of the study had a positive and statistically significant relationship with the dependent variable. The regression analysis of the study exposed that 62% of sustainable entrepreneurial intention was explained by independent variables and the remaining 38% was explained by other variables that were not included in the model. The study found that from all independent variables only entrepreneurial motivation and social norm had a positive and statistically significant effect on the dependent variable. Other variables had a positive and statistically insignificant effect on the dependent variable at 5% significant level. Based on the findings, the study recommends that Governments, Universities, Colleges, NGOs, Social entrepreneurs and other institutions should promote sustainable entrepreneurship in the mind of graduate students by supporting them through knowledge-based entrepreneurial training motivation, financial incentives and social capital enhancement for social, cultural, environmental and economic wealth creation roles for the nation.

Key words: Entrepreneurship, Intention, Sustainability, Conventional, Potential entrepreneurs, Graduate students, Entrepreneurship education, Ethiopia

1.1. Introduction

Because of the problem of the high unemployment rate in the world today, University graduate students search to start their own businesses. The choice to embark on business has been influenced by entrepreneurial intentions (Linan and Chen, 2009; Peterman & Kennedy, 2003). In this study, University graduate students assumed as potential entrepreneurs. Potential entrepreneurship has received increasing attention from empirical researchers within the recent past (Davidsson, 2006). Potential entrepreneurs actuated to start their business due to their childhood motivation, work ethics, dealing with failure, creativity, innovation, independence, financial success, external validation, and roles encourage to start a business (Bolton & Thompson, 2004 & Reynolds et al., 2004).

An entrepreneurial intention is an individual state of mind, disposition and associate readiness to form an endeavor to become a business person for the development and implementation of business thought (Boyd & Vozikis, 1994; Ajzen, 1991; Krueger, Reilly, & Carsrud, 2000 & Krueger, 2009). An intentional behavior towards entrepreneurship foreseen via entrepreneurial intentions and it happens as results of the existence of opportunities, business experiences, formal education, attitude, motives and means (Krueger et al., 2000; McMullen & Shepherd, 2006 & Douglas, 2013).

Ample researches are conducted everywhere the planet to search determinants of potential entrepreneurs/graduate students' intention towards entrepreneurship. Additionally, from the theoretical perspective, most of the existent entrepreneurship literature are focussing on entrepreneurs' characteristics or performances of corporations (Stevenson & Jarillo, 1990 & Fayolle, 2007). Empirical and theoretical studies that have been conducted in Africa countries, for the most part, targeted on intention of University students in making conventional entrepreneurial ventures (Gielnik et al., 2014). Conventional entrepreneurship to an excellent extent centers around on profit maximization (Belz & Binder, 2017).

In Ethiopia, Colleges and Universities teach their students to own a profit mind makeup that encourages them for profit and self-interest maximization and this results in the creation of a business that negatively affects the society and the environment in the form of environmental degradation, exhaustion of natural resources and emission of dangerous gasses. To realize economic success through a protective society and surroundings, countries call for sustainable entrepreneurship. According to the World Commission on Environment and Development (1987) sustainable development is addressing the needs of the present society without bargaining the capacity of future generations to meet their own needs. As Saoudni, Medjahdi & Brahimi (2017) point out that entrepreneurial activity can be marked as sustainable when it satisfies sustainable development on 3p (people, planet and profit).

Moreover, sustainable entrepreneurship is an activity organized movement that enhances the environment, social prosperity and making advantages to contribute economic advancement for the nation by reconciliation the triple main concern of financial, social and ecological angles (Lans, Blok & Wesselink, 2014 & Shepherd & Patzelt, 2011). Therefore, initiating Ethiopian University graduate students as potential entrepreneurs for sustainable entrepreneurship is mandatory to address the country's sustainable development goal in 2030. Hence, this study aims to analyze the influencing factors of University graduate students as potential entrepreneurship intention towards sustainable entrepreneurship.

1.2. Statement of the problem

The notion of sustainable entrepreneurship could be a recent, hot and debating theme with in the field of business and academic literature (Hall, Daneke & Lenox, 2010; Muñoz, & Cohen, 2018; Saoudni, Medjahdi, & Brahimi, 2017). Currently, countries in the world aim to generate entrepreneurs who are maximizing their profit without the expenses of future generations through sustainable entrepreneurship philosophy. Sustainable entrepreneurship is the way towards distinguishing, assessing, seising and initiating actions for developing profitable business opportunities that catalyzes structural socioeconomic transformation, environment

preservation and benefit creation towards the society as a whole (Lans, Blok & Wesselink, 2014; Parrish & Foxon, 2006).

In Malaysia, the government has inspired sustainable entrepreneurship through various efforts despite the actual fact that the number of business companies participated in sustainable management still remains low. For example, it had been according to that there were just 28% of large non-financial firms and small and medium enterprises (SMEs) revealed their environment information (Buniamin et al., 2011; Omar & Samuel, 2011; 2012). Investigating the intentions of students towards sustainable entrepreneurship is a crucial step in identifying ways to develop competitive sustainable entrepreneurs. In developing sustainable entrepreneurship intention, University students can attain competitive advantage through chance identification, client retention, brand reputation, financial performance, employee motivation, and management of risks as well as getting market opportunities in their entrepreneurial actions (Cantele & Zardini, 2016; Belz & Binder, 2017).

Sustainable entrepreneurial intention is a prominent research area (Linan & Fayolle, 2015). It is evident that plenty of researches has been conducted on sustainable entrepreneurship in the western context. A previous study shows that sustainability orientation increases the level of sustainable entrepreneurial intentions only for engineering students and negatively influence on business science students (Kuckertz & Wagner, 2010). Additionally, business experience seems to have a negative influence on business science students towards sustainable entrepreneurial orientation (Wagner, 2012).

Researchers argued that to develop sustainable entrepreneurship on University students so as to form a venture that maximizes profits while conserving the environment, society and economic triple bottom line, action plans, action knowledge, and self-efficacy are vital (Zacher & Frese, 2015). Other scholars projected that students' intention towards sustainable entrepreneurship affected by their perceptual factors, innovation orientation, attitude, entrepreneurial temperament, firm size, motivation and management skills (Alani and Ezekiel, 2016 & Choongo et al., 2016). However, this study was used other variables like entrepreneurial education, social norm, self-efficacy and perceived behavioral control to contribute empirical findings.

Additionally, sustainable entrepreneurship has been given enough consideration in the western context.

On the contrary, it is the foremost untouched area particularly in Sub-Saharan African countries significantly in Ethiopia. Therefore, this study aims to fill the above gaps by investigating factors of potential entrepreneurs' intention towards sustainable entrepreneurship.

Research questions

Based on the above-stated problems, this investigation targets to answer the following questions;

1. What are the motive factors for sustainable entrepreneurship instead of profit-based entrepreneurship in Ethiopia?
2. What are the factors that affect potential entrepreneurs' intention of sustainable entrepreneurship in Ethiopia?
3. How factors affect potential entrepreneurs' intention of sustainable entrepreneurship in Ethiopia?
4. How to apply sustainable entrepreneurship in Ethiopia?

1.3. Objectives of the study

The general objective of the study is to examine the influencing factors of potential entrepreneurs' intention towards sustainable entrepreneurship in Ethiopia. This study had four specific objectives:

1. To highlight the motive factors for sustainable entrepreneurship instead of profit-based entrepreneurship in Ethiopia.
2. To identify factors that affect potential entrepreneurs' intention towards sustainable entrepreneurship in Ethiopia.
3. To examine how factors affect potential entrepreneurs' intention of sustainable entrepreneurship in Ethiopia.
4. To analyze the way to apply sustainable entrepreneurship in Ethiopia.

1.4. Related literature review

Sustainable entrepreneurship goes for the benefits of individuals, communities and the society through monetary and non-monetary gains (Patzelt and Shepherd, 2011). According to Schaltegger & Wagner (2011), sustainable entrepreneurship has a triple goal that combines economic, social and environmental value protections of the nation. Entrepreneurial intentions in sustainable entrepreneurship focus on enhancing new sustainable venture ideas, objectives, social and environmental well-being (Parrish & Foxon, 2009; Schaltegger & Wagner, 2011; Muñoz & Dimov, 2015). Sustainable entrepreneurs or green entrepreneurs strongly emphasize on ecological aspects in their business vision as opposed to the traditional entrepreneurship aspiration to grow and create profits.

1.5. Drive factors of sustainable entrepreneurship

Unlike conventional entrepreneurs, green or sustainable entrepreneurs are required to sustain and handle the welfare of society, the environment, and their economic goal. So that, socially, sustainable entrepreneurs are required to answer the questions of different stakeholders such as the community, workers, suppliers, customers as well as the government voluntarily (Lu and Taylor, 2016). Such entrepreneurs positively impact social issues such as education, inequality and child mortality generated via business operations (Patzelt and Shepherd, 2011).

Regarding environmental sustainability, it involves preserving natural resources to benefit the present and future generations using sustainable entrepreneurs (Batra, 2012). The second drive is a sustainable environment. Environmental value refers to enhancing the state of the natural environment, for example through business operations that improve water and air quality or overexploited aquatic environments that result in value created for the entrepreneur and others (Patzelt and Shepherd, 2011).

Economic sustainability, entrepreneurs aim at wealth maximization in operating their businesses (Buckingham, 2009). Economic value depicts the monetary gains generated via sustainable business operations for society, and possibly the entrepreneur (Patzelt and Shepherd, 2011; Shepherd & Patzelt, 2011). More precisely, economic value in sustainable entrepreneurship is, first and foremost, connected to economic gain for others; economic gains for the entrepreneur are inessential but not excluded (Patzelt & Shepherd, 2011). So as to achieve the sustainability of economic, environmental and societal sustainability, empowering potential entrepreneurs is compulsory. One of the mechanisms to enlarge the number of potential entrepreneurs' intention towards sustainable entrepreneurship is by investigating the influencing factors to incline and propensity to it. Therefore, in this part, the study discussed those determinants based on theoretical and empirical investigations.

Entrepreneurial education

Entrepreneurship education can inspire urgency in entrepreneurial intent or a minimum of contributing to the standard of early entrepreneurial makes an attempt. The findings of other researchers indicated that entrepreneurship education positively relates to engagement in chance driven entrepreneurial activities (Amit and Muller, 1995 & Wagner, 2005). Research that has been done by Ernst & Young (2011) from entrepreneurs in Indonesia. They found that more than 90% of Indonesian entrepreneurs feel that dedicated education of entrepreneurs is the best way to cultivate entrepreneurship. Moreover, entrepreneurship education has also a positive effect on enhancing sustainable entrepreneurship rather than commercial entrepreneurial goals (Van der Sluis, 2006 & Osterbeek et al., 2010). Therefore, in this study based on the empirical findings, the researcher proposed that:

Hypothesis-1: Entrepreneurship education has a positive influence on potential entrepreneurs' intention towards sustainable entrepreneurship in Ethiopia.

Entrepreneurial attitude

In line with Ajzen (1991), attitude is a determinant of behavioral intention. Many studies have also proven the positive influence of individual attitude on entrepreneurial intention (Schwarz et al., 2009; do Paço et al., 2011; Moriano et al., 2012). In addition, the attitude was also found as an influential factor of intention towards pro-environmental behavior (Bamberg & Möser, 2007). As Chen et al. (2011) stated that, whether or not people would engage in sustainable practices was affected by their positive or negative attitude. Thus, it was posited that:

Hypothesis-2: Entrepreneurial attitude has a positive influence on potential entrepreneurs' intention towards sustainable entrepreneurship in Ethiopia.

Entrepreneurial self-efficacy

Self-efficacy is one among the wide studied entrepreneurial competencies in entrepreneurship intention. Self-efficacy, which is the belief in one's ability and competencies to mobilize motivation, cognitive resources and course of action control over events in their life's (Bandura, 1971& 1977; Goddard, Hoy & Hoy, 2004; Bandura, 2011; Mueller & Daon, 2013); and competitive intelligence, which helps the organization establish itself in the market, increase competitiveness and take ethical actions (Halt et al., 2014). Self-efficacy has a positive influence on entrepreneurial intentions across contexts (Boyd & Vozikis, 1994; Judge et al., 1998; Smith & Woodworthy, 2012). A number of studies indicated that self-efficacy predicts the sustainable entrepreneurship intention of University students and small and medium enterprises (Badulescu et al., 2014; Elliot, 2011& Raabe et al., 2007). Hence, this study stated that:

Hypothesis-3: Entrepreneurial self-efficacy has a positive influence on potential entrepreneurs' intention towards sustainable entrepreneurship in Ethiopia.

Perceived behavioral control

Past literature has confirmed the positive and direct relationship between perception and intention. People's perception which affects their entrepreneurial intention consists of perceived desirability and perceived feasibility (Shapero & Sokol, 1982; Shepherd & Krueger, 2002). Truly, the increased in both perceived desirability and perceived feasibility did inspire the creation of new ventures (Krueger et al., 2000). Chuluunbaatar et al. (2011) argued that these two perceptions were strongly and significantly related to entrepreneurial intention. Therefore, as per the reviewed empirical literature on the variable of perceived behavioral control, the study noted that:

Hypothesis -4: Perceived behavioral control has a positive influence on potential entrepreneurs' intention towards sustainable entrepreneurship in Ethiopia.

Social norm

Scholars have agreed on the positive effects of social factors on intention (Fishbein & Ajzen, 1975 & Ajzen, 1991; Linan & Santos, 2007). Individuals whose parents are self-employed are more likely than others to set-up their own businesses (Shapero and Sokol, 1982). Parents who are in business often act as role models and influence their offspring's decision to become an entrepreneur (Dunn & Holtz-Eakin, 2000; Hout & Rosen, 2000; Brockhaus & Horwitz, 2004; Baron, 2007; Amit & Muller, 1995 & Wagner, 2005). Additionally, social norms significantly influences graduate students and small and medium business enterprises towards sustainable entrepreneurship (Scott & Twomey, 1988; Yoon & Tello, 2009; Meek, 2010 & Yaacob, 2010). Therefore, the hypothesis below was suggested:

Hypothesis-5: Social norm has a positive influence on potential entrepreneurs' intention towards sustainable entrepreneurship in Ethiopia.

Entrepreneurial motivation

As Solvesvick (2013) have a thought that there should be motivation from successful entrepreneur to give motivation for the new generation to realize their business idea no matter how tough the competition will be. Shane et al (2003) proposed that entrepreneurial behaviors like independence, drive, and egoistic passion motivate an individual to select an entrepreneurial task and this shows that such students will have the high intentions of entrepreneurship. Additionally, Entrepreneurs motivated by intrinsic factors such as interest, self-determination, and need for achievement and extrinsic factors like monetary payoff, recognition and external control to start their own business (D' Este & Perkmann, 2011). Accordingly, a hypothesis was designed as:

Hypothesis-6: Entrepreneurial motivation has a positive influence on potential entrepreneurs' intention towards sustainable entrepreneurship in Ethiopia

1.6. Research methods and materials

This study was carried out at Wolkite University, Gurage Zone, Ethiopia. To address the objectives of this enquire, a mixed research approach was employed. Hence, both qualitative and quantitative data were collected from the selected respondents for the research. The study focused on Business, Computational, and Engineering science graduate class students at Wolkite for the year 2017/2018. The Business Science College at Wolkite University has four departments; Economics, Management, Marketing Management, Accounting, and Finance. Unfortunately, during this research investigation period, there were no graduate students under the department of Marketing Management. From the Engineering College, both Chemical and Biotechnology students were taken and from Computational Science College, Information system students have been taken. Therefore, the study selected 30 students from each department (Economics, Management, Chemical engineering, Information system, Accounting and Finance, and Biotechnology) using a simple random sampling technique. Hence, the total sample size for the study was 180 graduate students. The data were collected from each selected student. Hence, the individual level was the unit of analysis for the study.

1.7. Instrument reliability

One of the major requirements of any research process is the consistency of the data and the results of the research finding (Kothari, 2004). A measuring instrument is reliable if it provides consistent results (Creswell, 2014). Correspondingly, to Cohen and his colleague (2003), reliability is the replicability and consistency of the instruments over a group of respondents. To make sure of the reliability of this study, the Cronbach alpha test has been employed. The Cronbach alpha coefficient is the most common method used for assessing the reliability of a measurement scale (Hayes & Bob, 1998). The coefficient, which reflects homogeneity amongst a set of items, varies from 0 to 1.

The literature regarding test and scale construction suggests that an acceptable level of reliability is a function of the intended use of the test results. Nunnally (1967) suggests that when a test or scale is used to make decisions about individuals, the reliability coefficients should be at least 0.90. However, it is impossible to achieve this number, especially assessing personality and feelings. Others are somewhat less conservative, suggesting that a reliability coefficient of 0.80 is acceptable for a test or scale that will be used for making decisions about an individual (Batjelsmit, 1977).

Moreover, Saad, et al (1999) argues the following interpretations: 0.90 or higher = excellent, 0.80 to 0.89 = good, 0.70 to 0.79 = adequate and 0.69 and below may have limited applicability. The reliability test for this study was assessed based on only 47 item questions within the same numbers of variables. The alpha values of the dependent and independent variables of the study depicted in the following table corresponding with their item numbers. Finally, in this research, the reliability tests of the variables interpreted based on Saad, et al (1999) arguments.

Table 1.1. Instrument reliability test result

No	Variable	No of items	Cronbach alpha value
Independent variables			
1	Entrepreneurial education	7	0.776
2	Entrepreneurial attitude	6	0.797
3	Entrepreneurial motivation	8	0.846
4	Perceived behavioral control	6	0.856
5	Self efficacy	7	0.878
6	Subjective norm	5	0.882
Dependant variable			
7	Sustainable entrepreneurial intention	8	0.897
Over all reliability			0.918

Source: (SPSS analysis output, 2018)

As the above table 1.1 shows that subjective norm, self-efficacy, perceived behavioral control, entrepreneurial motivation and entrepreneurial intention (dependent variable) had a Cronbach alpha value of 0.882, 0.878, 0.856, 0.846 and 0.897 respectively and they were interpreted as good. Whereas, entrepreneurial education and attitude had a value of 0.776 and 0.797 respectively and interpreted as adequate. On the whole, the overall Cronbachs' alpha value of the instrument was 0.918, which indicates that there was excellent internal consistency in the scale (Saad et al,1999).

1.8. Data analysis

The study conducted a descriptive (mean and standard deviation) and inferential (correlation and multiple regression analysis) analysis. To determine the entrepreneurial intentions of potential entrepreneurs towards sustainable entrepreneurship, a 5 point Likert scale (from strongly disagree (1) up to strongly agree (5) has been employed. The table below shows the respondents' intention factors for the investigation.

Table 1.2. Factors of potential entrepreneurs' intention towards sustainable entrepreneurship

Independent variables	N	Mean	Std. Deviation
Entrepreneurial education	150	4.1105	1.20517
Entrepreneurial attitude	165	3.9727	.75715
Entrepreneurial motivation	142	4.0079	.69161
Perceived behavioral control	156	3.6464	.86060
Self efficacy	163	3.9264	.77573
Subjective norm	159	3.7535	.93272

Source: (SPSS analysis output, 2018)

As the above table 1.2 depicts that respondents were agreed on the influence of entrepreneurial education ($\mu=4.11$ & $\sigma=1.2$), entrepreneurial motivation ($\mu=4$ & $\sigma=0.69$), entrepreneurial attitude ($\mu=3.97$ & $\sigma=0.76$), self efficacy ($\mu=3.93$ & $\sigma=0.77$), subjective norm ($\mu=3.76$ & $\sigma=0.93$) and perceived behavioral control ($\mu=3.64$ & $\sigma=0.86$) on potential entrepreneurs. This shows that all variables in the study determine potential entrepreneurs' intention towards sustainable entrepreneurship. Additionally, the Pearson correlation was conducted to identify the relationship between variables. The correlation analysis presented in the table below.

Table 1.3. Pearson correlation analysis

		Correlations						
		SEI	EE	EA	EM	PBC	SE	SN
SEI	Pearson Correlation	1	.675**	.602**	.686**	.649**	.684**	.618**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	158	133	145	127	139	148	143
EE	Pearson Correlation	.675**	1	.413**	.236**	.112	.299**	.181*
	Sig. (2-tailed)	.000		.000	.008	.201	.000	.036
	N	133	150	141	125	132	138	135
EA	Pearson Correlation	.602**	.413**	1	.707**	.604**	.660**	.553**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	145	141	165	130	145	151	147
EM	Pearson Correlation	.686**	.236**	.707**	1	.710**	.714**	.548**
	Sig. (2-tailed)	.000	.008	.000		.000	.000	.000
	N	127	125	130	142	126	135	131
PBC	Pearson Correlation	.649**	.112	.604**	.710**	1	.676**	.611**
	Sig. (2-tailed)	.000	.201	.000	.000		.000	.000
	N	139	132	145	126	156	145	139
SE	Pearson Correlation	.684**	.299**	.660**	.714**	.676**	1	.497**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	148	138	151	135	145	163	150
SN	Pearson Correlation	.618**	.181*	.553**	.548**	.611**	.497**	1
	Sig. (2-tailed)	.000	.036	.000	.000	.000	.000	
	N	143	135	147	131	139	150	159

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Dependent variable: SEI (Sustainable entrepreneurial intention),

Independent variables: EE (Entrepreneurial education), EA (Entrepreneurial attitude), EM (Entrepreneurial motivation), PBC (Perceived behavioral control), SE (Entrepreneurial self efficacy), SN (Subjective norms)

Source: (SPSS analysis output, 2018)

Table 1.3. Presents that entrepreneurial motivation had ($r=0.686$, $p=0.000$), self efficacy had ($r=0.684$, $p=0.000$), entrepreneurial education had ($r=0.675$, $p=0.000$), perceived behavioral control had ($r=0.649$, $p=0.000$), subjective norm had ($r=0.618$, $p=0.000$) and entrepreneurial attitude had ($r=0.602$, $p=0.000$). This infers that all independent variables had a positive and statistically significant relationship with the dependent variable (sustainable entrepreneurship). Moreover, multiple regression analysis was carried out to determine the effect of each independent variable on sustainable entrepreneurship.

Based on the investigation output, the model was written as follows with its description:

$$Y = \beta_0 + \beta_{1x1t} + \beta_{2x2t} + \mu t$$

$Y =$ Sustainable entrepreneurship intention

$\beta_0 =$ Constant term

$\beta_1 =$ Subjective norm

$\beta_2 =$ Entrepreneurial motivation

$\mu t =$ Error term

To answer the research question of the study, the regression analysis also performed. As it is presented on the table below 1.4, the values of R2 shows that, 62 % of changes of sustainable entrepreneurship intention explained by the six independent variables and the remaining 38 % of the changes of the dependent variable sustainable entrepreneurial intention explained by variables which were not included in the model. The second diagnosis analysis is to test whether the entire model is significant or not. The Null Hypothesis H0 of the model states that all regression coefficients are equal to zero, which means none of the independent variables, plays any role. The alternative hypothesis H1, states that at least one coefficient is different from zero. To perform this test, the researcher carried out an analysis of variance (ANOVA) test. As we have seen in the table below F-statistic ANOVA test, table 1.4, $F = (6, 85) = 23.096$, $P < 0.01$, which revealed that the model was statistically significant at 1% and it depicts that explanatory variables explained the dependent variable of sustainable entrepreneurial intention. Therefore, the null hypothesis H0 of the fittest model rejected. The final test of diagnosis analysis is the test of the significances of each independent variable which is discussed in table 1.5 and it shows that, except subjective norm and entrepreneurial motivation, all variables are statistically insignificant at a 5% significance level.

Table 1.4 Regression model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	df	F	Sig.
1	.787 ^a	.620	.593	.54285	6 85 91	23.096	.000 ^b

a. Predictors: (Constant), SN, EE, PBC, SE, EM, EA

Source : (SPSS analysis output, 2018)

Table 1.5. The coefficients of explanatory variables

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.377	.427		-.883	.380
EE	.298	.164	.194	1.816	.073
EA	.121	.135	.105	.896	.373
EM	.301	.137	.254	2.196	.031
PBC	.070	.109	.072	.644	.522
SE	.106	.119	.098	.884	.379
SN	.200	.077	.228	2.607	.011

a. Dependant variable: Sustainable entrepreneurial intention

Source: (SPSS analysis output, 2018)

1.9. Discussion and conclusions

The study targeted to analyze factors influencing potential entrepreneurs' intention towards sustainable entrepreneurship in the case area of Wolkite University in Ethiopia. Primarily Universities teach Business and Engineering students to become entrepreneurs'. Due to this reason, the mind setup for graduate students from Universities aims to make money today with no care about the future generation from the aspect of environmental, social and economic issues. This devastates the destine of future or potential entrepreneurs to join into self-employment businesses. Hence, most graduate students' entrepreneurial intention is for the purpose of convention entrepreneurship rather than sustainable entrepreneurship. This is because of the existence of factors like social norms, entrepreneurial education, entrepreneurial attitude, entrepreneurial motivation, self-efficacy, and perceived behavioral control variables.

In this study, social norm and entrepreneurial motivation had a positive and significant effect on potential university graduates' intention towards sustainable entrepreneurship. The findings of this study supported with other scholars' research investigation on the effect of social factors on graduate students (Fishbein & Ajzen, 1975 & Ajzen, 1991; Linan & Santos, 2007). This implies that parents who have done their personal business influence their children to become an entrepreneur in the near future (Dunn & Holtz-Eakin, 2000; Hout & Rosen, 2000; Brockhaus & Horwitz, 2004; Amit & Muller, 1995 & Wagner, 2005).

Additionally, entrepreneurial motivation results of this study consistent with the findings of other scholars (Solvesvick, 2013; Edelman et al., 2010; Shane et al., 2003 & D' Este & Perkmann, 2011). This shows that entrepreneurs motivated by intrinsic factors such as interest, drive, egoistic passion, self-determination and need for achievement and extrinsic factors like a monetary payoff, independence, recognition and external control. Moreover, this study concluded that entrepreneurial education, self-efficacy, entrepreneurial attitude, and perceived behavioral control had a positive and insignificant effect on potential entrepreneurs' intention towards sustainable entrepreneurship. The findings of those variables contradict Van der Sluis (2006) & Osterbeek et al (2010) research results on entrepreneurial education and Stern (2000) & Tonglet et al (2004) on entrepreneurial attitude.

Similarly, the study also opposed with the results of other scholars on entrepreneurial self-efficacy (Badulescu et al., 2014; Elliot, 2011; Koe et al., 2014; Raabe et al., 2007; Zacher & Frese, 2015; Koe & Majid, 2013) and perceived behavioral control (Chuluunbaatar et al. ,2011; Shapero & Sokol, 1982; Shepherd & Krueger, 2002; Krueger et al., 2000). All in all, in this investigation, only the alternative hypotheses of social norm and entrepreneurial motivation were accepted and the other variables alternative hypotheses were rejected.

Sustainable entrepreneurship in Ethiopia is an urgent need because of the social, economic and environmental conditions of the nation. Graduate students are expected to preserve the social dimension of sustainable entrepreneurship by making themselves responsible for the community culture, custom, religion, belief, value, and principle while they are undertaking their entrepreneurial actions (Ciasullo & Troisi, 2013). University students should have to conserve natural resources in future businesses by dropping greenhouse gas emissions, efficient use of energy, using proper farming methods, forests, plants, air pollutions, afforestation and reforestation (Epstein & Roy, 2001). Moreover, they should operate their future businesses in the best interest of the shareholders' profit, wealth maximization and employment creation (Vincenza, Ciasullo & Troisi, 2013).

Due to the purpose of social, environmental and economic implications, applying sustainable entrepreneurship is necessary for Ethiopia. So as to apply this kind of entrepreneurial philosophy, the following preconditions have to be done. Mainly, curriculum review (changing entrepreneurship into sustainable entrepreneurship), creating university-industry linkage, calling researchers for sustainable entrepreneurship, presenting entrepreneurial sustainable issues in the form of a seminar, workshop, conference, television, radio, and film, inviting motivational speakers, designing periodic competition amongst students and sectors coordination.

1.10. Recommendations

To form sensible the conception of sustainable entrepreneurship, the involved body ought to must do the subsequent activities.

- Universities and Colleges should have to change their traditional course of study from conventional entrepreneurship to sustainable entrepreneurship. In addition, so as to students realize the theoretical aspects of sustainable entrepreneurship with the real-life; academic institutions should link themselves with industries, factors, external researchers, NGOs, social entrepreneurs, and communities.
- Academic institutions should conduct periodic seminars, workshops, conferences, discussing on television, radio and film, inviting motivational speakers on entrepreneurship and sustainable entrepreneurship and competition amongst students on sustainable entrepreneurship business plan writing should have to be administered.
- The Government should have to draught and make rules, laws, and regulations that support potential entrepreneurs for sustainable entrepreneurship through, tax reduction, providing finance and land till they are going to be robust enough.
- Enhancing sectors coordination (Sectors from finance, transport, agriculture, industry, electric current, Ethio telecom, religious institutions, Universities, Colleges, policymakers, entrepreneurs, diasporas and immigrants, students, scholars, scientists and the community as a whole) to flourish the role of sustainable entrepreneurship in social, economic and environmental problems within the country at massive.

1.11. Study implication

Theoretically and empirical there is no enough investigation on sustainable entrepreneurship and hence this study would contribute such implication. Practically, the study probably used as an input for Universities and Colleges in Ethiopia to integrate sustainable concepts in their entrepreneurship curriculum. The study also may have a role in facilitating the United Nations Sustainable development goal generally and specifically to transform the Ethiopian Millennium development goal into an Ethiopian sustainable development goal that planned to succeed until 2030.

1.12. Study limitation and suggestion for future researchers

This study was conducted solely at Wolkite University graduate students by forwarding them as potential entrepreneurs for the year 2018. So it lacks generalisability to other University graduate students. The study administered as a cross-sectional study and it desires the collection of data more than once so that longitudinal research is obligatory to verify the results. In addition, the data assortment instrument for the study was only a survey methodology. So to boost data triangulation, other methods of data collection also should have to be used. Besides, the variables that consisted of this study were not enough to explain graduate students' intention towards sustainable entrepreneurship. Therefore, taking into account other variables like government regulation and policy, market connection, finance, age, sex, religion, education level, and other factors should be included to predict potential entrepreneurs' intention towards sustainable entrepreneurship. Moreover, such kind of investigation should have to do with actual entrepreneurs like on family businesses, micro, and small business enterprises and others in Ethiopia.

Acknowledgement

The author would like to thank you Wolkite University management department staff to review my paper and their motivational support to complete the research paper successfully.

References

- [1] Ajzen, I., 1991. The Theory of Planned Behavior, *Organizational Behavior and Human Decision Processes*, Vol. 50(2), pp. 179-211.
- [2] Alani. F., & Ezekiel. O. ,2016. Critical success factors for sustainable entrepreneurship in SMEs: Nigerian Perspective. *Mediterr.J.Soci. MCSER Publishing* , Vol 7 (3).
- [3] Andreas. K., & Marcus. M. ,2010. The role of business experience on sustainability orientaiton and business intention.
- [4] Amit. R., & Muller. E.,1995. Push and pull entrepreneurship . *Journal of small business and entrepreneurship* , pp 64-80.
- [5] Batra. S., 2012. Sustainable entrepreneurship and knowledge based development. *International entrepreneurship forum*.
- [6] Bolton. B., & Thompson. J.,2004. *Entrepreneurs: Talent, temperament, technique*. (2nd edition) Oxford: Butterworth-Heinemann.
- [7] Belz. F., & Binder. J., 2017. Sustainable entrepreneurship : A convergent process model. *Business strategy environment* , Vol 26 (1).
- [8] Brockhaus. R., & Horwitz. P.,2004. The psychology of the entrepreneurial. *Critical perspectives on Business and Management* .
- [9] Bandura. A.,1977. Self-efficacy: Toward a unifying theory of behavioural change. *Psychological review* , pp 191-215.
- [10] Boyd. N., & Vozikis. G., 1994. The influence of self-efficacy on the development of entrepreneurial intentions and actions. *Entrepreneurship : Theory and practises* , Vol 18 (4).

[11] Chuluunbaatar. E., Ottavia. L., & Kung. S.,2011. The entrepreneurial start-up process:The role of social capital and the social economic condition. *Asian Academy of Management Journal* , pp 43-71.

[12] Choongo. P., Vanburg. B., Paas. L., & Masurel. E.,2016. Factors influencing the identification of sustainable opportunities by SMEs: Empirical Evidence from Zambia. *Vol 8(1)*, p 124.

[13] Davidsson. p. ,2006. Nascent entrepreneurship: Empirical studies and development: Foundations and trends in Entrepreneurship.

[14] Douglas. E.,2013. Reconstructing entrepreneurial intentions to identify predisposition for growth. *Journal of business venturing* , Vol 28 (5), pp 633-651.

[15] Dunn. T., & Holtz. E.,2000. Financial capital, Human Capital and the transition to self-employment: Evidence from integrational links. *Journal of labour economics* , Vol 18 (2), pp 282-305.

[16] Fayolle. A.,2007. Entrepreneurship and new value creation : The dynamic of the entrepreneurial process.

[17] Hall. J., Daneke. G., & Lenox. M.,2010. Sustainable development and entrepreneurship: Past contributions and future directions. *Journal of business venture* , pp 439-448.

[18] Hout. M., & Rosen. H.,2000. Self employment, family background and race. *Journal of human resources* , PP 670-692.

[19] Judge. T., Erez. A., & Bono. J.,1998. The power of being positive: The relation between positive self-concept and job performance, *Human performance*. *Vol 11 (2-3)*, pp 167-187.

[20] Krueger. N.,2000. The cognitive infrastructure of opportunity emergence. *Entrepreneurship: Theory and practise* , Vol 25 (3), PP 5-23.

- [21] Krueger, N. F., Reilly, M. D., & Carsrud, A. L.,2000. Competing models of entrepreneurial intentions. *Journal of Business Venturing*, 15(5), 411–432.
- [22] Lans. T., Blok. V., & Wesselink. R.,2014. Learning a part and together: Towards an integrated competence framework for sustainable entrepreneurship in higher education . *J. Clean. Prod.* , pp 37-47.
- [23] Linan. F., & Chen. Y.-W.,2009. Development and cross -cultural application of a specific instrument to measure entrepreneurial intentions. *Entrepreneurship theory and practice* .
- [24] Mueller. S., & Danon. M.,2013. A cross cultural study of gender role orientation and entrepreneurial self-efficacy. *International entrepreneurship management journal* , pp 1-20.
- [25] McMullen. J., & Shepherd. D.,2006. Entrepreneurial action and the role of Uncertainty in the theory of the entrepreneur. *Academy of management review* , Vol 31 (1), pp 132-152.
- [26] Munoz. P., & Dimov. D.,2015. The call of the whole in understanding the development of sustainable ventures. *Journal business venturing* , Vol 30 (4), pp 632-654.
- [27] Nevia. F.,2015. Factors influencing students entrepreneurial intentions towards entrepreneurship. Doctoral dissertation, Effat University .
- [28] Peterman. N., & Kennedy. J.,2003. Entreprise education: Influencing students perceptions of entrepreneurship. *Entrepreneurship: Theory and Practise* , pp 129-144.
- [29] Parrish. B., & Foxon. T.,2009. Sustainability entrepreneurship and equitable transitions to a Low- Carbon Economy. *Greener Management International* , pp 47-62.
- [30] Patzelt. H., & Shepherd. D.,2011. Recognising opportunities for sustainable development. *Entrepreneurship theory and practise* , Vol 35 (4), pp 631-652.
- [31] Scott. H., & Twomey. D.,1988. The long-term supply of entrepreneurs: Students' career aspiration in relation to entrepreneurship. *Journal of small business management* , Vol 26 (4), p 513.

[32] Saoudni. N., Medjahdi. F., & Brahim. C.,2017. A conceptual overview of sustainable entrepreneurship.

[33] Smith, I. H., and Woodworth, W. P.,2012. Developing Social Entrepreneurs and Social Innovators: A Social Identity and Self efficacy Approach, *Academy of Management Learning & Education*, Vol. 11, No. 3, pp. 390-407.

[34] Stevenson, H.H. & Jarillo, J.C.,1990. "A Paradigm of Entrepreneurship: Entrepreneurial Management." *Strategic Management Journal: Special Edition Corporate Entrepreneurship*, 11(5): 17-27.

[35] Vincenza Ciasullo M, Troisi O.,2013. Sustainable value creation in SMEs: a case study. *The TQM Journal*, 25(1):44-61.

[36] World Commission on Environment and Development. *Our Common Future*; Oxford University Press: Oxford, UK, 1987.

[37] Yaacob, M. R.,2010. A Preliminary Study of Green Micro-entrepreneurs in Kelantan, Malaysia. *International Journal of Business and Management*, 5 (3), 81-88.

[38] Yoon, E. & Tello, S.,2009. Drivers of Sustainable Innovation: Exploratory Views and Corporate Strategies. *Seoul Journal of Business*, 15 (2), 85-115.