

The Effect of Students' Attitudes Towards Entrepreneurship on Their Entrepreneurial Intentions

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Abstract

This paper aimed to analyze the variables of the Theory of Planned Behavior (TPB) and the Theory of Reasoned Action as the most widely used theories in research on entrepreneurial intentions.

A sample (n=406) students from Private and Public Sector Syrian Universities was analyzed using SPSS. Results indicate that the percentage of students who prefer to start an entrepreneurial venture is higher than that of those who prefer to work for the Private or Public Sector upon graduation. Results provide strong support for the intentions of students to start an entrepreneurial venture in addition to the assumption that variables such as ; attitude towards entrepreneurship, subjective norms and perceived behavioral control affect intentions.

Results also indicate that there is a difference in intentions towards entrepreneurship due to variables such as gender, and whether both or either parents own an entrepreneurial business.

The results of this study differ from studies that took place in Western contexts and Cultures in terms of subjective norms regarding intentions, and were similar in all other variables of the (TPB).

The paper reached a number of conclusions and recommendations that could help in the development of entrepreneurship among University students

Key Terms: Entrepreneurship -Theory of Planned Behavior - Attitudes towards entrepreneurship - Self efficacy - Entrepreneurial Intentions - Behavior