International Journal of Entrepreneurship and Management Practices
IJEMP
EISSN : 2600-8750
Volume 9 Issue 34 (June 2026) PP. 267-279

INTERNATIONAL JOURNAL OF ENTREPRENEURSHIP AND MANAGEMENT PRACTICES (IJEMP)
www.gaexcellence.com/ijemp

FACTORS INFLUENCING YOUTHS' ENTREPRENEURIAL INTENTION: A CASE STUDY IN THE MEKONG DELTA

Truong Thi Kim[1]*, Nguyen Tri Khiem[2]

[1]Department of Personnel and Administration, Nam Can Tho University, Vietnam
ttkim@nctu.edu.vn https://orcid.org/0009-0004-1601-2513
[2]Faculty of Business Administration – Marketing, Nam Can Tho University, Vietnam
ntkhiem@nctu.edu.vn https://orcid.org/0009-0007-9604-2035

*Corresponding Author

Article Info:

Article history:
Received date: 25.03.2026
Revised date: 05.04.2026
Accepted date: 11.05.2026
Published date: 15.06.2026

To cite this document:

Truong, T. K., & Nguyen, T. K. (2026). Factors Influencing Youths' Entrepreneurial Intention: A Case Study in The Mekong Delta. *International Journal of Entrepreneurship and Management Practices, 9*(34), 267-279.

Abstract:

Youth entrepreneurship is particularly important in the Mekong Delta, where young people are expected to contribute to local employment, innovation, and the region's green and digital transformation. However, existing studies on entrepreneurial intention (EI) in Vietnam have mainly focused on major urban areas or single-university samples, while evidence from the Mekong Delta remains limited. Therefore, this study aims to identify the factors influencing EI among youth in the Mekong Delta region of Vietnam. A mixed-methods research design was adopted, integrating both qualitative and quantitative approaches. Survey data were collected from 188 young individuals who are either currently engaged in or preparing for entrepreneurial activities, using a 5-point Likert scale for measurement. The analysis was conducted using PLS-SEM in SmartPLS, following two stages: assessment of the measurement model and the structural model. The results confirm the reliability of the measurement scales. The model explains 96.1% of the variance in EI ($R^2 = 0.961$). All hypotheses were supported at the $p < 0.001$ level with positive path coefficients: entrepreneurial motivation (EM) ($\beta = 0.298$), AT ($\beta = 0.267$), entrepreneurship support policies (SP) ($\beta = 0.261$), creativity and innovation (CI) ($\beta = 0.245$), and perceived behavioral control (PB) ($\beta = 0.234$). These findings underscore the prominent role of motivation, along with the importance of attitude, creative capacity, perceived control, and policy effectiveness in shaping EI among youth in the Mekong Delta. Managerial implications suggest prioritizing interventions that nurture motivation, enhance self-efficacy, foster innovation, and improve policy implementation to effectively convert intention into entrepreneurial action.

International Journal of Entrepreneurship and Management Practices
IJEMP
EISSN : 2600-8750
Volume 9 Issue 34 (June 2026) PP. 267-279

DOI: 10.35631/IJEMP.934016 **Keyword:**

Entrepreneurial Intention, Mekong Delta, PLS-SEM, Youth Entrepreneurship

Introduction

Youth entrepreneurship is increasingly regarded as a pivotal driver of innovation, employment, and inclusive growth in emerging economies. Research on EI indicates that EI is the closest and most reliable predictor of entrepreneurial behavior (Aragon-Sanchez et al., 2017; Duong, 2022). Within the Theory of Planned Behavior (TPB) framework, EI is shaped by three antecedents: AT, subjective norms, and PB (Duong, 2022). Concurrently, the Stimulus-Organism-Response (S-O-R) approach emphasizes the role of contextual stimuli and internal psychological states in triggering intentions (Anwar et al., 2023). Building on this foundation, factors such as EM, SP, and CI emerge as critical mechanisms influencing EI directly and/or through mediating psychological structures (Anjum et al., 2020; Martins et al., 2023; Ho et al., 2024).

In Vietnam, empirical evidence has primarily focused on major urban areas or single-university student samples, showing that attitudes, PB, and motivation are positively correlated with EI, albeit with varying intensity depending on academic discipline and supportive environments (Hien, 2021; Cuong & Anh, 2022; Nghia et al., 2021; Fan et al., 2024). The Mekong Delta, a region characterized by agriculture, aquaculture, ecotourism, and maritime logistics, faces the urgent need for green and digital transformation, opening local entrepreneurship opportunities while posing challenges related to capital, infrastructure, and digital workforce. Although the government and local authorities have implemented various SP (preferential financing, incubation, training, and intellectual property protection), their real impact on youth readiness and intentions remains inconsistent across regions (Dieu et al., 2024; Ho et al., 2024). A notable gap is the lack of quantitative research in the Mekong Delta that simultaneously examines motivation, PB, SP, and creativity/innovation within a single model, as well as the applicability of TPB and S-O-R frameworks in this unique regional context.

Recent studies suggest three notable impact pathways. First, EM, driven by both external encouragement and internal drives, has a direct and strong effect on EI while also serving as a bridge for the influence of entrepreneurship education (Anwar et al., 2023; Tran et al., 2024; Nghia et al., 2021). Second, PB reflects efficacy and resource mobilization capacity, consistently predicting EI among learners (Duong, 2022; Aragon-Sanchez et al., 2017). Third, at the individual level, CI directly predict EI and indirectly enhance it through positive AT; at the institutional level, SP have a direct effect and an effect mediated by entrepreneurial readiness (Anjum et al., 2020; Martins et al., 2023; Dieu et al., 2024). However, evidence of

International Journal of Entrepreneurship and Management Practices
IJEMP
EISSN : 2600-8750
Volume 9 Issue 34 (June 2026) PP. 267-279

the interaction of these factors in the Mekong Delta's riverine, digital agriculture context remains fragmented.

This study aims to address this gap by testing a model of factors such as AT, EM, PB, SP, and CI as predictors of EI among youth in the Mekong Delta. The study's contributions include: (i) extending TPB by integrating structures from S-O-R (motivation) and dual individual-institutional levels (creativity/innovation and policy), providing a more comprehensive picture of EI formation in an emerging context; (ii) offering empirical evidence from a less-studied region with strategic importance in Vietnam's green-digital development; and (iii) providing policy implications based on evidence for designing region-specific youth entrepreneurship support programs. The following sections present the theoretical framework, research hypotheses, methodology, results, and discussion.

Theoretical Framework and Research Hypothesis

This study is theoretically grounded in the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), which explains entrepreneurial intention through individuals' cognitive evaluation of entrepreneurial behavior, particularly attitude toward behavior and perceived behavioral control. In this study, TPB serves as the core framework, while entrepreneurial motivation, entrepreneurship support policies, and creativity and innovation are incorporated as extended predictors to better capture the psychological, institutional, and innovation-related conditions of youth entrepreneurship in the Mekong Delta.

Attitude Toward Behavior (AT) and Entrepreneurial Intention

Within the framework of the TPB, AT reflects the degree to which an individual evaluates a behavior as favorable or unfavorable (Duong, 2022). In the context of entrepreneurship, a positive attitude is formed through beliefs about career benefits, the attractiveness of autonomy, and the perceived social value of being an entrepreneur. These factors increase the likelihood of choosing an entrepreneurial path (Aragon-Sanchez et al., 2017). Empirical evidence from university settings shows that attitude is a consistent antecedent of EI, both directly and indirectly through entrepreneurship education (Fan et al., 2024). In the Mekong Delta, where opportunities are linked to smart agriculture, tourism and services, and the marine economy, positive attitudes are expected to translate more strongly into action-oriented intentions.

Several empirical studies in Vietnam confirm the positive relationship between attitude and EI, although the strength of this relationship varies depending on academic disciplines and training environments (Hien, 2021; Cuong & Anh, 2022; Nghia et al., 2021). Moreover, attitude may act as a mediating variable in the causal chain linking education, skills, and support environments to EI (Fan et al., 2024; Duong, 2022). This suggests that intervention programs should focus on nurturing belief in benefits, entrepreneurial role models, and practical experiences in order to position entrepreneurship as a valuable career option for youth in the region. Based on the above reasoning and evidence, the following hypothesis is proposed:

H1: AT positively influences EI.

International Journal of Entrepreneurship and Management Practices
IJEMP
EISSN : 2600-8750
Volume 9 Issue 34 (June 2026) PP. 267-279

Entrepreneurial Motivation and Entrepreneurial Intention

EM is explained by both external incentives and intrinsic drive, encouraging individuals to pursue goals, take risks, and persist in the face of obstacles (Anwar et al., 2023). Within the S–O–R framework, motivation serves as the "organism" variable that triggers the response of intention (Anwar et al., 2023). Recent empirical studies show that motivation has a direct and significant influence on intention, while also acting as a "bridge" between entrepreneurship education and intention, as education fosters passion, goals, and meaningful work (Tran et al., 2024). For youth in the Mekong Delta, motivation is also linked to aspirations for upward mobility, income autonomy, and contributing to local development. Domestic evidence indicates that "motivation" exerts one of the strongest effects on intention compared to cognitive and ecosystem factors (Nghia et al., 2021). This influence is reflected in the desire to demonstrate competence, achieve legitimate wealth, learn, and contribute to the community, values aligned with the region's green development and digital transformation strategies. Designing training programs, competitions, and mentoring schemes that intentionally spark, sustain, and convert motivation into action plans can significantly strengthen EI (Tran et al., 2024). Hence, the following hypothesis is proposed:

H2: EM positively influences EI.

Perceived Behavioral Control and Entrepreneurial Intention

PB reflects beliefs about the ease or difficulty of performing a behavior, associated with self-efficacy, skills, resources, and anticipated barriers (Duong, 2022). In the TPB framework, PB, together with attitude and subjective norms, constitutes the three main antecedents predicting intention; numerous studies confirm PB as a strong predictor because of its proximity to actual behavior (Aragon-Sanchez et al., 2017). In the Vietnamese university context, PB often increases when students access practical programs, mentoring, and networks, thereby enhancing intention (Hien, 2021; Cuong & Anh, 2022). For the Mekong Delta, PB also depends on the ability to mobilize small capital, digital skills, and access to regional and interregional markets. Studies consistently show that PB has a positive effect on intention, both directly and indirectly through attitude, with varying intensity depending on discipline and support environment (Duong, 2022; Cuong & Anh, 2022). Interventions that increase self-efficacy, provide simulation training, real projects, expert connections, and streamlined administrative procedures can "shift" PB, thereby raising EI among youth. PB also serves as the link through which policy and education are transformed into concrete action plans. Thus, the following hypothesis is proposed:

H3: PB positively influences EI.

Entrepreneurship Support Policies and Entrepreneurial Intention

Entrepreneurship SP includes preferential finance, training and mentoring, infrastructure and institutions, intellectual property protection, and simplified procedures, aiming to reduce transaction costs, mitigate risks, and create a favorable environment for young entrepreneurs (Dieu et al., 2024). Evidence in Vietnam indicates that SP directly influences EI and indirectly through readiness to start a business (Dieu et al., 2024). At the macro level, government programs and policies are recognized as institutional factors that increase opportunities and motivation in the early stages of entrepreneurship (Ho et al., 2024). For the Mekong Delta,

International Journal of Entrepreneurship and Management Practices
IJEMP
EISSN : 2600-8750
Volume 9 Issue 34 (June 2026) PP. 267-279

policies are particularly crucial given the region's dispersed geography and the need to connect capital, technology, and markets across provinces. Some domestic studies show that the effect of SP on intention is significant and positive, although its magnitude may be modest depending on implementation conditions, public service quality, and young people's accessibility (Ho et al., 2024). This implies the need for "actionable" policies: micro-finance channels, local incubators, one-stop services, digitalization and innovation programs, and support for vulnerable groups. When policies enhance readiness and self-efficacy, EI rises substantially (Dieu et al., 2024). Hence, the hypothesis:

H4: Entrepreneurship SP positively influences EI.

Creativity and Innovation and Entrepreneurial Intention

Creativity and innovation lie at the core of entrepreneurial activity, enabling opportunity recognition, value differentiation, and technological adaptation (Martins et al., 2023). At the individual level, creative cognitive tendencies directly predict EI, while also improving attitudes toward entrepreneurship, thereby increasing intention through an additional mediating mechanism (Anjum et al., 2020). For students, the capacity for creative thinking, processes, and products, along with entrepreneurial optimism, forms the basis for transforming ideas into action-oriented intentions. The Mekong Delta presents many "open challenges" related to sustainable agriculture, island–marine logistics, and experiential tourism; creative thinking is thus a distinctive advantage for young entrepreneurs. Quantitative evidence shows that innovation exerts a significant positive effect on intention and can even act as a mediator between initial enablers (self-efficacy, social support, institutions) and intention (Martins et al., 2023). This suggests that interventions should foster an experimental mindset, leverage digital technologies, and build idea incubation mechanisms to transform creativity into actionable capability. When youth believe in their ability to create new solutions and see a clear pathway to bring ideas to market, EI is reinforced (Anjum et al., 2020). Therefore, the following hypothesis is proposed:

H5: CI positively influences EI.

International Journal of Entrepreneurship and Management Practices
IJEMP
EISSN : 2600-8750
Volume 9 Issue 34 (June 2026) PP. 267-279

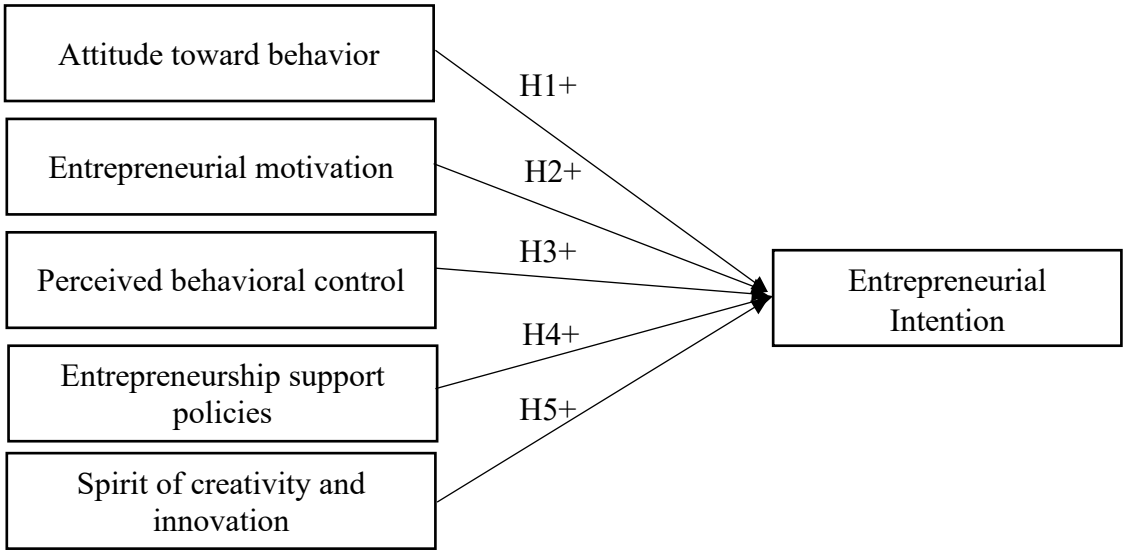

Figure 1. Proposed Research Model

Research Method

This study employed a sequential mixed-methods design. In the preliminary qualitative stage, the initial measurement items adapted from prior studies were reviewed through expert consultation and pilot respondent feedback to improve clarity, contextual relevance, and wording suitability for youth entrepreneurship in the Mekong Delta. This stage was not intended for hypothesis testing but served to refine the research instrument before the main survey. In the quantitative stage, the revised questionnaire was administered to test the model in which AT, EM, PB, SP, and CI were hypothesized to predict EI. All constructs were modeled as reflective variables measured on a 5-point Likert scale (Likert, 1932)

The measurement scales were adapted from both domestic and international literature. An initial pilot survey with 20 respondents was conducted to check completion time, logical flow, and preliminary reliability; indicators showing weak correlations or ambiguous wording were revised. The final questionnaire was developed after several rounds of expert feedback, ensuring cultural and contextual appropriateness for the region.

The survey targeted youth who were currently engaged in or preparing for entrepreneurial activities in the study area. A controlled convenience sampling method was applied, reaching respondents through various channels such as entrepreneurship clubs, incubators, specialized events, and online platforms. A total of 196 responses were collected; after screening for data quality, 188 valid cases were retained for analysis. Among them, males accounted for 26.6% (50/188) and females for 73.4% (138/188). Regarding education, 95.7% held a university degree, 3.7% held a postgraduate degree, and 0.6% completed high school. These characteristics indicate that the research sample was predominantly female and highly educated, consistent with the study's aim of assessing EI among young people in the current context.

International Journal of Entrepreneurship and Management Practices
IJEMP
EISSN : 2600-8750
Volume 9 Issue 34 (June 2026) PP. 267-279

Data analysis was conducted using SmartPLS in two stages. For the measurement model, criteria included factor loadings ≥ 0.70; CR and rho_A between 0.70–0.95; AVE ≥ 0.50; HTMT < 0.85/0.90; and VIF < 5. For the structural model, estimates included path coefficients (β), R^2, Q^2, f^2, and SRMR; hypotheses were tested using bootstrapping with 5,000 resamples.

Research Results

Measurement Validity and Reliability

Based on the core indicators of the measurement model, factor loadings, AVE, CR, and Cronbach's alpha, this study assessed the reliability and validity of the scales following the criteria of Hair Jr. et al. (2021) (factor loading ≥ 0.7; AVE > 0.5; CR and CA > 0.7). The results presented in Table 1 show that all factor loadings exceeded the threshold (ranging from 0.808 for PB5 to 0.924 for SP1). The constructions AT, EM, PB, SP, CI, and EI achieved Cronbach's alpha values from 0.922 to 0.961 and CR values from 0.942 to 0.967, while AVE values for all constructs ranged between 0.742 and 0.824. In addition, VIF values of the indicators fell between 2.488 and 4.826, below the warning threshold of 5.0. These findings confirm that the scales exhibit high reliability, strong convergent validity, and no serious multicollinearity issues.

Table 1. Assessment Of the Measurement Model

Variables	Indicators	Factor Loading	CA	CR	AVE	VIF
Attitude toward behavior (AT)	AT1	0.891	0.943	0.956	0.813	3.536
	AT2	0.921				4.160
	AT3	0.910				4.587
	AT4	0.907				4.826
	AT5	0.879				3.040
Entrepreneurial motivation (EM)	EM1	0.879	0.922	0.942	0.763	3.001
	EM2	0.854				2.488
	EM3	0.857				2.542
	EM4	0.883				3.231
	EM5	0.895				3.247
Perceived behavioral control (PB)	PB1	0.879	0.950	0.958	0.742	4.288
	PB2	0.895				4.297
	PB3	0.894				4.789
	PB4	0.848				2.980
	PB5	0.808				2.519
	PB6	0.863				3.253
	PB7	0.846				3.040
	PB8	0.853				3.081
Entrepreneurship support policies (SP)	SP1	0.924	0.947	0.959	0.824	4.580
	SP2	0.905				3.686
	SP3	0.914				4.221
	SP4	0.905				3.736
	SP5	0.890				3.371
	CI1	0.879	0.928	0.946	0.778	2.970

Spirit of creativity and innovation (CI)	CI2	0.870				2.749
	CI3	0.883				2.965
	CI4	0.910				3.823
	CI5	0.866				2.879
Entrepreneurial intention (EI)	EI1	0.877	0.961	0.967	0.784	3.547
	EI2	0.876				3.552
	EI3	0.873				3.475
	EI4	0.909				4.420
	EI5	0.891				3.867
	EI6	0.877				3.426
	EI7	0.902				4.302
	EI8	0.879				3.476

The model fit indices (Table 2) show that the SRMR values for both the saturated model and the estimated model are 0.044 (< 0.08), indicating low standardized residuals and a well-reproduced model structure. The NFI value of 0.859 exceeds the 0.80 threshold, suggesting a fairly good level of compatibility between the observed matrix and the hypothesized model, though there remains room for improvement toward the 0.90 benchmark. The discrepancy measures d_ULS = 1.264 and d_G = 1.149 fall within the acceptable range. A large Chi-square value is common in PLS-SEM and does not undermine the overall model fit conclusion. Overall, the model demonstrates sufficient fit to proceed with further analysis and interpretation of the hypotheses.

Table 2. Model Fit Indices

	Saturated Model	Estimated Model
SRMR	0.044	0.044
d_ULS	1.264	1.264
d_G	1.149	1.149
Chi-Square	1124.292	1124.292
NFI	0.859	0.859

The HTMT results (Table 3) indicate that the model's discriminant validity is generally acceptable. Most construct pairs have HTMT values below 0.85 (e.g., AT–CI = 0.063; AT–EM = 0.033; AT–PB = 0.103; AT–SP = 0.048), reflecting clear conceptual distinctions. However, some pairs approach or slightly exceed the strict 0.85 threshold: PB–EI = 0.855 and SP–EI = 0.875; notably, EI–EM = 0.903 and EI–CI = 0.923 surpass even the 0.90 benchmark, suggesting potential conceptual overlap. Nevertheless, other validity and reliability indicators, including AVE, CR, SRMR/NFI, and VIF, remain within acceptable standards. Therefore, as the HTMT values only slightly exceed the threshold for a few theoretically justifiable pairs, the model is still considered to demonstrate sufficient discriminant validity for further interpretation.

International Journal of Entrepreneurship and Management Practices
IJEMP
EISSN : 2600-8750
Volume 9 Issue 34 (June 2026) PP. 267-279

Table 3. Heterotrait-Monotrait Ratio (HTMT)

	AT	CI	EI	EM	PB	SP
AT						
CI	0.063					
EI	0.328	0.923				
EM	0.033	0.870	0.903			
PB	0.103	0.784	0.855	0.719		
SP	0.048	0.827	0.875	0.775	0.711	

The Fornell–Larcker criterion (Table 4) shows that the square roots of AVE on the diagonal (AT = 0.901, CI = 0.882, EI = 0.886, EM = 0.874, PB = 0.861, SP = 0.908) are all greater than the off-diagonal correlations, thus satisfying the requirement for discriminant validity. It is noteworthy that EI is relatively highly correlated with CI (0.872) and with EM and SP (0.806–0.835). Although these values remain lower than the diagonal entries, they are close to the threshold level.

Table 4. Fornell-Larcker Criterion

	AT	CI	EI	EM	PB	SP
AT	0.901					
CI	0.042	0.882				
EI	0.316	0.872	0.886			
EM	0.026	0.806	0.850	0.874		
PB	0.093	0.737	0.818	0.675	0.861	
SP	0.033	0.776	0.835	0.724	0.676	0.908

Table 5 shows that the R^2 value of EI reaches 0.961 (Adjusted R^2 = 0.960), indicating substantial explanatory power within the study sample. This suggests that AT, EM, PB, SP, and CI jointly account for a large proportion of the variance in EI. However, given the high R^2 value, this result should be interpreted with caution and in relation to the study context, sample characteristics, and the conceptual closeness among several constructs.

Table 5. R Square

	R Square	R Square Adjusted
EI	0.961	0.960

The results from Table 6 and Figure 2 show that all hypotheses were supported at the $p < 0.001$ level. All path coefficients were positive, indicating that AT, EM, PB, SP, and CI each contributed to explaining EI. In terms of effect size, EM had the strongest influence on EI (β = 0.298), followed by AT (β = 0.267), SP (β = 0.261), CI (β = 0.245), and PB (β = 0.234). The high t-values and small standard errors indicate that the estimates were statistically stable.

International Journal of Entrepreneurship and Management Practices
IJEMP
EISSN : 2600-8750
Volume 9 Issue 34 (June 2026) PP. 267-279

Table 6. Structural model results (Mean, STDEV, T-Values, P-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Hypothesis Results
AT -> EI	0.267	0.270	0.027	9.801	**0.000**	Supported
CI -> EI	0.245	0.245	0.033	7.513	**0.000**	Supported
EM -> EI	0.298	0.298	0.029	10.397	**0.000**	Supported
PB -> EI	0.234	0.235	0.023	10.172	**0.000**	Supported
SP -> EI	0.261	0.260	0.026	10.121	**0.000**	Supported

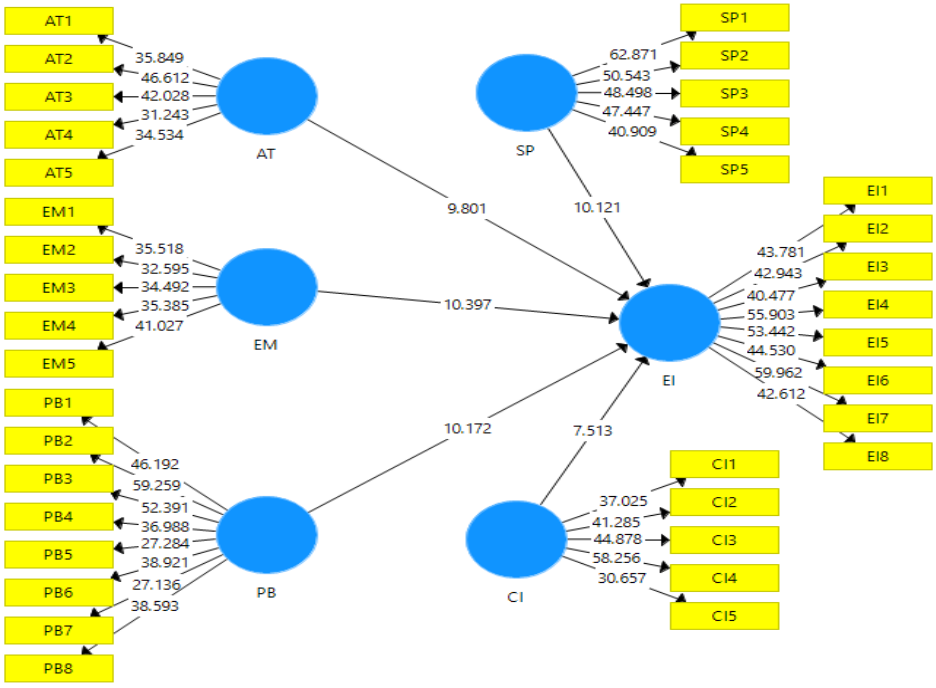

Figure 2. Structural Equation Modeling using PLS-SEM

Conclusion

This study tested a model of factors influencing EI among youth in the Mekong Delta using PLS-SEM on 188 observations. The findings show that the measurement scales achieved strong reliability and validity (factor loadings ≥ 0.808; AVE = 0.742–0.824; CR/CA > 0.92), the model demonstrated good fit (SRMR = 0.044; NFI = 0.859), and substantial explanatory power within the study sample (R^2 of EI = 0.961), although this high value should be interpreted in light of the sample characteristics and the close conceptual relationships among the predictors. All hypotheses were supported at $p < 0.001$, with the strength of effects ranked as follows: EM exerted the strongest influence (β = 0.298), followed by AT (β = 0.267), SP (β = 0.261), CI (β = 0.245), and PB (β = 0.234). These results reinforce the TPB framework and extend it by integrating the psychological S-O-R construct (EM) alongside individual–institutional dimensions (CI, SP), providing evidence in a region that has been underexplored.

Based on these results, several policy implications are proposed: (i) prioritizing programs that nurture and transform EM (one-on-one mentoring, idea competitions, project-based courses); (ii) enhancing PB through training in operational, legal, and micro-finance skills, as well as digital market access; (iii) stimulating CI via co-working spaces, incubators, and technology platforms for agriculture, tourism, and logistics; and (iv) improving policy effectiveness with actionable measures such as micro and fast-access funding channels, one-stop procedures, intellectual property protection, and digital public services accessible at provincial and island district levels. These integrated interventions are expected to strengthen EI and translate it into actual entrepreneurial activities, contributing to the region's green and digital development goals.

However, studying has certain limitations. First, the use of convenience sampling restricts generalizability; self-reported data may be subject to common method bias; and some construct pairs had HTMT values approaching strict thresholds, suggesting the need for further refinement of indicators. Therefore, future research should conduct more comprehensive surveys across different groups using multiple methods to enhance representativeness.

Acknowledgements:	The authors would like to express their sincere gratitude to Nam Can Tho University for providing the necessary resources and support throughout the course of this research. Special appreciation is extended to colleagues and peers who contributed valuable insights and constructive feedback, which greatly enhanced the quality of this paper.
Funding Statement:	No Funding
Conflict of Interest Statement:	The authors declare that there is no conflict of interest regarding the publication of this paper. All authors have contributed to this work and approved the final version of the manuscript for submission to the International Journal of Entrepreneurship and Management Practices (IJEMP).
Ethics Statement:	This study complied with the principles of ethical research. Before data collection, all participants provided informed consent. Their participation was entirely voluntary, and confidentiality as well as anonymity were guaranteed. The information collected was used exclusively for academic research purposes.
Author Contribution Statement:	All authors contributed significantly to the development of this manuscript. Truong Thi Kim was responsible for the conceptualization, methodology, and overall supervision of the study, as well as data collection, data analysis, and interpretation of the results. Nguyen Tri Khiem contributed to the literature review, drafting, and critical revision of the manuscript. All authors read and approved the final version of the manuscript prior to submission.

International Journal of Entrepreneurship and Management Practices
IJEMP
EISSN : 2600-8750
Volume 9 Issue 34 (June 2026) PP. 267-279

References

Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Anjum, T., Farrukh, M., Heidler, P., & Díaz Tautiva, J. A. (2020). Entrepreneurial intention: Creativity, entrepreneurship, and university support. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 11. https://doi.org/10.3390/joitmc7010011

Anwar, I., Ahmad, A., Saleem, I., & Yasin, N. (2023). Role of entrepreneurship education, passion and motivation in augmenting Omani students' entrepreneurial intention: A stimulus-organism-response approach. *The International Journal of Management Education*, 21(3). https://doi.org/10.1016/j.ijme.2023.100842

Aragon-Sanchez, A., Baixauli-Soler, S., & Carrasco-Hernandez, A. J. (2017). A missing link: the behavioral mediators between resources and entrepreneurial intentions. *International Journal of Entrepreneurial Behavior & Research*, 23(5), 752-768. https://doi.org/10.1108/IJEBR-06-2016-0172

Cuong, N. Q., & Anh, N. M. T. (2022). Factors affecting entrepreneurial intentions among engineering students at industrial university of ho chi minh city. *Journal of Science and Technology-IUH*, 58(04). https://doi.org/10.46242/jstiuh.v58i04.4495

Dieu, A. H. T., Van Hoang, T. T., Kim, O. T. T., Thu, C. N. T., & Le, N. T. T. (2024). The impact of startup support policies on the readiness and entrepreneurial intentions of youths in North Central Vietnam. *Journal of Economics and Development*, 329(2), 112–121. Retrieved from https://js.ktpt.edu.vn/index.php/jed/article/view/1936

Duong, C. D. (2022). Exploring the link between entrepreneurship education and entrepreneurial intentions: the moderating role of educational fields. *Education+ Training*, 64(7), 869-891. https://doi.org/10.1108/ET-05-2021-0173

Fan, J., Hu, J., & Wang, J. (2024). How entrepreneurship education affects college students' entrepreneurial intention: Samples from China. *Heliyon*, 10(10). https://doi.org/10.1016/j.heliyon.2024.e30776

Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S (2021). Partial least squares structural equation modeling (PLS-SEM) using R: A workbook. *Springer Nature*. https://doi.org/10.1007/978-3-030-80519-7

Hien, V. V. (2021). Research on factors influencing the entrepreneurial intention of students at Tien Giang University. *Ho Chi Minh City Open University Journal of Science – Economics and Business Administration*, 16(2), 170–192. https://doi.org/10.46223/HCMCOUJS.econ.vi.16.2.578.2021

Ho, A. T. D., Tran, N. L. T., Hoang, T. T. C., & Nguyen, T. M. V. (2024). Impact of Entrepreneurship Education and Policy on Vietnamese Youth's Entrepreneurship Readiness and Intentions. *International Review of Management and Marketing*, 14(6), 156. https://doi.org/10.32479/irmm.17276

Likhert, R. (1932). A technique for the measurement of attitudes. Archives of Psychology, 22(140), 1–55.

Linh, N. T. M., Le, T. T. H., Thuong, N. H., & An, N. T. T. (2022). Solutions to promote the entrepreneurial intentions of economics-major students at Kien Giang University. *Hung Vuong University Journal of Science and Technology*, 26(1), 3–13.

Martins, J. M., Shahzad, M. F., & Xu, S. (2023). Factors influencing entrepreneurial intention to initiate new ventures: Evidence from university students. *Journal of Innovation and Entrepreneurship*, 12(1), 63. https://doi.org/10.1186/s13731-023-00333-9

Nghia, H. N., Binh, N. T. H., Tam, N. T. M., Oanh, N. K., & Phuong, M. T. D. (2021). Entrepreneurial intention of students at the University of Finance–Marketing. *Journal of Finance–Marketing Research*, 45–61. https://doi.org/10.52932/jfm.vi62.144

Tran, H. C. T., Vu, N. P., & Y Trung, N. K. (2024). Exploring the role of entrepreneurial motivation in forming entrepreneurial intention in the context of digital education. *Journal of Education*, 24(Special Issue 9), 32–38. Retrieved from https://tcgd.tapchigiaoduc.edu.vn/index.php/tapchi/article/view/2192.