

Entrepreneurial Intentions among Students in SEEC's-Factors Related to Education and Family

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The entrepreneurial intentions of young students has been in the research loop for many decades. Developing people's interest towards starting a business plays a vital role, especially in the South East European Countries, where the overall business climate is constantly changing. In these countries, factors like education and family influence have solid impact on student's intentions on becoming future entrepreneurs. Nevertheless, the factors that determine the individual's decision to start a venture are still not completely clear. Therefore, there is a need to clarify which of these factors play the most influential role in shaping the personal decision to become an entrepreneur and start a company.

Ajzen's Theory of Planned Behaviour (TPB) suggests that social norms, attitude towards behaviour and perceived behavioural control are important predictors of entrepreneurial intentions. Connected to them are the perception of business climate and education experience. Moreover, past research also stresses that individuals with entrepreneurial role models, like family display a stronger entrepreneurial intention and, hence, have a higher likelihood of pursuing an entrepreneurial career. Therefore the aim of this paper is to try to understand the factors related to entrepreneurial intentions among students from the South East European Countries.

The paper uses secondary data analysis from the GUESSS Research Project, (Global University Entrepreneurial Spirit Student Survey). The findings are based on outcomes from the four selected countries in Southeast Europe. The expected results should uncover in which ways these factors influence young population and how these factors lead to entrepreneurial intentions among students from the SEECs.

Keywords: entrepreneurship, intentions, family, education