

THE EFFECT OF ENTREPRENEURSHIP AND SELF-EFFICACY ON STUDENT PERFORMANCE IN TECHNOLOGICAL ENTREPRENEURSHIP PROJECTS

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ABSTRACT

This paper examines the effect of entrepreneurship orientation and entrepreneurship self-efficacy on student performance in technological innovation projects. Our findings show that 1) student proactiveness is the most significant factor that contributes to student success in technological entrepreneurship projects, and 2) the impact of measures of entrepreneurship orientation and entrepreneurship self-efficacy on student performance is different: student appearance self-efficacy is the most significant predictor of student positive performance, while social self-efficacy is the most important predictor of student negative performance. Our empirical findings also suggest the centrality of student social self-efficacy in entrepreneurship education.

Keywords: Entrepreneurship Education, Entrepreneurship Orientation; Self-efficacy, Technological Innovation