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THE ECONOMIC ENVIRONMENT AS A PREDICTOR OF ENTREPRENEURIAL INTENTIONS

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Abstract

The goal of the paper is to examine the influence of the economic environment of the individual's place of origin on the intensity of entrepreneurial intentions which are seen in the desire to start an entrepreneurial venture. Economic factors primarily mean the economic development of a certain area, which in the present study is expressed as the size of GDP. The study's respondents were students who had enrolled at the Republic of Croatia's higher education institutions where the study programmes are focused on some of the forms of entrepreneurial education: entrepreneurship, economy, and management. According to the data provided by the Agency for Science and Higher Education, in the academic year 2017/18, the total number of students enrolled in study programs relevant to research was 3768.The research was conducted on a sample of 690 students, which makes the sample size 18.31% of the total number of enrolled students. For the empirical part of the paper, the anonymous survey method was used, while different statistical methods were used to analyse the results of the survey, such as the Regression analysis, Pearson correlation coefficient, and the t-test. The conducted study proves that the level of development of the economic environment directly influenced the entrepreneurial intentions of the respondents. Entrepreneurial intentions represent the intensity of aspiration and how much an individual wants to start their entrepreneurial venture. Certain individuals might have the desire to become an entrepreneur, but multiple factors affect whether they will start their

venture. It is a long way from desiring to implementing the entrepreneurial idea that initially appeared as an entrepreneurial intention. Multiple factors and determinants guide someone's behaviour, and the intensity of the influence is different for each determinant.

Keywords: economic environment, entrepreneurial intentions, entrepreneurship, starting an entrepreneurial venture, entrepreneurial behaviour

1. INTRODUCTION

One of the key goals of any national economy that wants to incentivise the growth of its economy is undoubtedly to encourage entrepreneurial intentions and to stimulate an increasing number of individuals to start their entrepreneurial ventures. Such behaviour can be induced by creating a stimulating environment for all actors that make up the entrepreneurial ecosystem (Thomas & Kelley, 2011), which will consequently lead to the creation of more entrepreneurs. The environment where the individual originated is one of the more significant factors that affect entrepreneurial behaviour at a later age (Malecki, 1997). Some authors (Oleynik, 2002) claim that long-term and stable economic growth is the function of encouraging institutional and environmental conditions which will have a stimulating effect on the creation of new entrepreneurs. In addition, successful entrepreneurs serve as inspiring examples which encourage other society's actors to want to become more involved in the entrepreneurial world, which consequently leads to more significant growth and development. All economically developed countries in the world have, or at least strive to have the most advanced entrepreneurial education possible, not only at the higher education level but also in the education that starts with pre-schoolers. It also needs to be taken into consideration that entrepreneurial education not only involves creating individuals who will become entrepreneurs but rather entrepreneurial education is developed with three goals in mind (Hytti & O'Gorman, 2004):

- Learning to understand entrepreneurship: What do entrepreneurs do? What is entrepreneurship? Why are entrepreneurs needed? How many entrepreneurs are needed?
- Learn to be enterprising: I need to take responsibility for my education. I need to take responsibility for my career and life. How should I take responsibility?
- Learn to be an entrepreneur: Can I become an entrepreneur? How does someone become an entrepreneur? How does someone manage a business?

While the education system does play a part in encouraging entrepreneurial intentions (Alshebami et al., 2020; Bazkiaei et al., 2020; Olugbola, 2017), numerous other factors influence the future behaviour of an entrepreneur. One of those influences is the economic environment in which the individual was born and grew up (Lingappa et al. 2020). While entrepreneurs do influence the changes which occur in their environment, so does the environment where they act influence their behaviour (Taranukha, 2003). In line to the *theory of planned*

behavior (Fishbein and Eisen. 1981) according to which subjective norms are an important predictor of future behavior, individuals are more willing to behave in a certain way if close and important people from the environment behave in a certain way. Creating attitudes about entrepreneurship as a positive pattern of behavior that people have in their environment, the attitudes of individuals are formed in the same direction. These patterns of behavior are described in theory as descriptive norms (Armitage and Conner, 2001; Sheeran and Orbel, 1998) and represent an upgrade of the theory of planned behavior because in addition to the individuals from the clouse environment in which individuals grew up has positive thinking about entrepreneurship, in more economically developed areas there are a significantly larger number of successful entrepreneursThis is why the goal of the paper is to research to what extent the economic environment, measured by the developmental level of the individual's region, influences the entrepreneurial intentions of students who study at the higher education institutions which have courses with some form of entrepreneurial education.

With that in mind, the hypothesis is put forward which the research will either prove or disprove:

H: In economically higher developed areas of the Republic of Croatia there is a higher percentage of students who have the desire to become entrepreneurs compared to students who study in less developed areas of RoC.

It is important to mention that the hypothesis applies exclusively to the places where the students originated, or in other words, where they had been living before starting their studies, regardless of the higher education institution where they are currently studying at. Furthermore, both public and private higher education institutions are equally represented in the study, so the influence of this factor can be disregarded.

2. THE INTENT OF ENTREPRENEURIAL BEHAVIOUR – THEORETICAL REVIEW

"An incentive or trigger is crucial for the person to decide to become an entrepreneur. In a certain number of cases, it can be mere circumstances in an individual's life, necessity, despair, an opportunity, or something else entirely, but a person with extraordinary talent can want to express their talent without that person ever actually putting their talent into practice, and the talent remaining largely unused. Like all other participants of the entrepreneurial ecosystem, education institutions are also required to discover talent and potential in the youth, identify them, and encourage the individuals to realise their talents, which they might not have even known they had, and use them in the best possible way." (Ribić & Blažević, 2016, p. 135).

In theoretical discussions, there are two theoretical modes of entrepreneurial intentions which are dominant: the entrepreneurial event model and

the theory of planned behaviour. The entrepreneurial event model observes the start of an entrepreneurial venture as an interaction of contextual factors which affect the perception of desirability, which entails a personal system of values and a system of social values to which an individual belongs, and the perception of the feasibility of the entrepreneurial venture, which includes financial support and potential partners prepared to enter a joint business venture. (Liñán, 2004). This model assumes that pivotal life events are the key impetus for changes in entrepreneurial intentions, or, in other words, for any future entrepreneurial behaviour. (McStay, 2008).

According to the second theory, entrepreneurial behaviour is conditioned by the intentions of an individual who perceives entrepreneurship as desirable and wants to start their venture to realise their business idea.

The theory of planned behaviour is defined by three predictors of intent: the individual's attitude toward behaviour, the subjective norm, and the perception of controlled behaviour. The individual's attitude toward behaviour and the subjective norm are considered to be motivational factors, while the perception of controlled behaviour is considered to be a non-motivational behavioural factor (McStay, 2008).

Behavioural intentions are mostly focused on either starting new ventures or creating new values in already existing ventures. The entrepreneurial spirit never rests, and when an idea is realised, a new one is already being thought of. Intent also includes rational/analytical thinking, goal-focused behaviour, and intuitive/holistic thinking, i.e., vision (Bird, 1988). If a person has a positive attitude toward entrepreneurship, and if environmental factors enable the appearance of a certain ''trigger'' that is stronger than all the obstacles that stand in its way, the founding of a new enterprise will occur (Volery et al., 1997).

The determinants of entrepreneurial activity are made of a series of causes and variables which are very difficult to define straightforwardly and by extension offer a recipe according to which the start of an entrepreneurial venture will undoubtedly occur (Igwe et al. 2018; Osorio et al. 2017). If the socio-economic environment and the level of development of the entrepreneurial infrastructure in the environment where the individual originated and which formed their behaviour have a stimulating effect on entrepreneurial intentions, there is a higher probability that entrepreneurial intentions will later result in an entrepreneurial venture (Vasiljevna Yaluner et al., 2019; Gronhoj and Thogersen 2017). It is common to analyse and measure the ventures after the fact to create a picture of the intentions of the activities in question and to see whether a region is suited for entrepreneurship or not. Reassessment of the attitudes, environmental factors and other ''triggers'' of entrepreneurs who realised their business ventures explains the structure of triggers that make up any entrepreneurial activity. The research will therefore attempt to prove the extent of the influence of the economic environment where an individual originated and spent a certain period of their life as a significant environmental factor.

Recent studies have shown that entrepreneurial education has a significant impact on creating entrepreneurial intentions (Handayati et al. 2020; Saptono et al. 2020) and that it plays a key role in encouraging an individual's desire to create an entrepreneurial venture (Cui et al. 2019). Environmental factors that include economic development, especially in combination with entrepreneurial education, are also a significant incentive that can direct an individual's behaviour toward intensifying entrepreneurial intentions (Djoko, et al. 2021; Fayolle and Gailly, 2015; Wardana et. al. 2020).

3. RESEARCH METODOLOGY

The empirical research was carried out with the scientific method of an anonymous survey. The survey consisted of structured and unstructured questions with the goal of the survey being known to respondents. (Marušić & Vranešević, 2001). To gather as quality or complete data as possible, the survey also contained dichotomous questions.

While researching the sample, the Likert scale from 1 to 7 was used in the structured questions, where the respondents could have expressed their agreement or disagreement with a given statement (Grbac & Meler, 2010). The Likert scale was used considering that this is one the most accurate forms of scaling, especially when it comes to measuring the attitudes and internal states of individuals (Bernard, 2000).

The gathering of the primary data was conducted in the summer semester period of the 2017/2018 academic year within the student population of primarily professional study programmes in the field of entrepreneurship at the Republic of Croatia's higher education institution. According to the data provided by the Agency for Science and Higher Education, in the aforementioned academic year, the total number of students who enrolled in the study programmes relevant to the study was 3768. This information is confirmed by the size of the research sample. With this information, it is possible to determine the size of the basic set which is the subject of the research (N = 3768). The research was carried out on a sample of 690 respondents, which makes the sample size 18,31% of the total, with a 95% reliability level, and a 3,37% margin of error.

The Croatian economy is unequally developed in different regions. If the Republic of Croatia's territory is viewed by its regional self-governing units, i.e., by its counties, the unequal level of economic activity is evident from county to county. The City of Zagreb is undoubtedly the leader in all economic activities, and its level of development both in the economical and entrepreneurial sense is far above all other counties. On one hand, this is logical and understandable considering that the headquarters of the largest enterprises, both private and public, are in Zagreb and consequently contribute to the statistical indicators for the level of development. In addition, more than a ¼ of the entire population lives in the City of Zagreb, which contributes to the higher amount of social, economic, and other types of activities that increase the standard of living. Traffic and any other type of

connections put Zagreb in a much better position than other regions. There are many more opportunities for the development of entrepreneurship, which is why a higher level of economic development than other regions is more than expected.

Certain counties in the far east of the country have suffered through wide-scale destruction during the Croatian War of Independence, which is why their economy degraded significantly. War had also affected the counties in the far south of the country, which had likewise lost a significant part of their economy, but due to their more favourable position and the proximity of the sea, they have been able to recover thanks to the prosperous tourism sector. The weaker traffic and infrastructural connections of certain counties are undoubtedly the reason for their weaker economic development compared to other counties which do not have that problem. A situation where the nearest motorway traffic route is 70 kilometres away from the county's seat already at the start decreases the chances for someone to attract investors and start the investment cycle.

GEM study in its analysis views the entire territory of the Republic of Croatia by the criterion of the geographic-historical notion of regional structure. Therefore, Croatia is viewed through six regions (Singer et al., 2018):

- Zagreb and the larger metropolitan area
- Slavonia and Baranya
- North Croatia
- Lika and Banovina
- Istria, Croatian Littoral and Gorski Kotar
- Dalmatia

GEM in its 2018 analysis stated that the most intensive growth of entrepreneurial activity was in Dalmatia and Istria, Croatian Littoral and Gorski Kotar, while the largest fall of entrepreneurial activity was in Lika and Banovina, where the level of entrepreneurial activity is generally the lowest, but at the same time, the motivational index had improved in those counties. The entrepreneurial activity in Zagreb and the larger metropolitan area has been falling, and since 2017 has taken the 3rd position out of Croatia's six regions. Slavonia and Baranya have been showing fluctuations at a low level of entrepreneurial activity, while the entrepreneurial activity in North Croatia is around Croatia's average. (Singer et al., 2018).

The goal of the paper is to research whether the level of economic development of a region from which the students originated affected their desire to start their business venture. The study intends to show how impactful the developmental factor, which is measured by the level of the gross domestic product, is on the readiness of the inhabitants to start their business venture. Table 1 shows the gross domestic product by counties and by the counties' inhabitants.

Table 1

GDP by counties 2015

	GDP in current prices in HRK	GDP per capita in HRK
ZAGREB COUNTY	19.917.445.000	62.890
KRAPINA-ZAGORSKA	6.760.633.000	52.405
SISAK-MOSLAVINA	9.438.368.000	58.777
KARLOVAC	7.441.597.000	60.932
VARAŽDIN	11.614.283.000	67.506
KOPRIVNICA-KRIŽEVCI	7.518.926.000	66.894
BJELOVAR-BILOGORA	6.359.237.000	55.868
PRIMORJE-GORSKI KOTAR	28.363.686.000	97.177
LIKA-SENJ	2.959.032.000	62.058
VIROVITICA-PODRAVINA	3.593.049.000	44.528
POŽEGA-SLAVONIA	3.394.826.000	46.119
BROD-POSAVINA	6.864.292.000	45.368
ZADAR	11.157.786.000	65.475
OSIJEK-BARANJA	18.859.295.000	64.019
ŠIBENIK-KNIN	6.582.334.000	63.095
VUKOVAR-SRYMIA	8.044.874.000	47.446
SPLIT-DALMATIA	28.250.708.000	62.290
ISTRIA	20.942.277.000	100.635
DUBROVNIK-NERETVA	9.976.403.000	81.554
MEĐIMURJE	7.737.336.000	68.706
THE CITY OF ZAGREB	113.198.655.000	141.379
UKUPNO	338.975.044.000	80.555

Source: www.hgk.hr/documents/GDP-po-zupanijama-u-2015-godini-final25ad8955342dfa.pdf (13. 03. 2019.)

GEM Research, per the Act of the Government of The Republic of Croatia on the Division of Local and Regional Self-governing Units by the Level of Development, in 2010 measured the level of development of local units by the compositional developmental index. (Singer et al., 2018). The developmental index for the 2018-2020 three year period was calculated by the adjusted mean of standardised values of chosen indicators in a specific period (2014-2016): average income of the inhabitants, average unemployment rate, average source revenues of local, that is regional self-governing units by inhabitant, the general population movements, and the level of the education of the population (tertiary education), and the ageing index. [1]

According to this index, the counties are now divided into 4 groups– 2 below-average and 2 above-average groups:

In the I. group, we find regional self-governing units which are, according to the value index, in the bottom half of below-average ranked regional self-governing units. In the II. group, we find regional self-governing units which are, according to the value index, in the first half of below-average ranked regional self-governing units. In the III. group, we find regional self-governing units which are, according to the value index, in the bottom half of above-average ranked regional self-governing units. In the IV. group, we find regional self-governing units which are, according to the value index, in the first half of above-average ranked regional self-governing units.

For the needs of the paper and to confirm the hypothesis, as an indicator of the development of certain counties, the entire territory of the Republic of Croatia is divided into four categories. If the average GDP per capita for the entire country is 80.555 HRK, then we can say there are counties with: Highly developed economies (GDP per capita higher than 100.000 HRK). The middle level of development economies (GDP per capita 80.555 HRK to 100.000 HRK). The lower middle level of development economies (GDP per capita from 60.000 HRK to an average of 80.555 HRK). Low level of development economies (GDP per capita lower than 60.000 HRK).

Table 2

Counties by the level of development

Highly developed economies (GDP per capita higher than 100.000 HRK)	Middle level of development economies (GDP per capita from average 80.555 HRK to 100.000 HRK)	Lower middle level of development economies (GDP per capita from 60.000 HRK to average 80.555 HRK)	Low level of development economies (GDP per capita lower than 60.000 HRK)
The City of Zagreb	Primorje-Gorski Kotar	Zagreb county	Bjelovar-Bilogora
Istria County	Dubrovnik-Neretva	Karlovac	Požega-Slavonia
		Varaždin	Brod-Posavina
		Koprivnica-Križevci	Virovitica-Podravina
		Lika-Senj	Vukovar-Syrmia
		Zadar	Krapina-Zagorje
		Osijek-Baranja	Sisak-Moslavina
		Šibenik-Knin	
		Split-Dalmatia	
		Međimurje	

Source: Ribić (2021): Higher education institutions as factors of encouragement and development of entrepreneurship: doctoral thesis

4. RESULTS AND DISCUSSION

According to the results of the survey, if we divide students by region, i.e. by counties where they originated, data on whether students before enrolment had

the desire to start their entrepreneurial venture, and to what extent had that desire been fostered during their studies, can be seen in Table 3.

Table 3

The respondents' attitude toward whether they are considering starting their business venture after graduation

County	Have you considered before enrolment starting your entrepreneurial venture?		Have you during your studies begun considering starting your entrepreneurial venture?		Do you currently have a business idea for your entrepreneurial venture?	
	YES	NO	YES	NO	YES	NO
The City of Zagreb	72 %	28 %	86 %	14 %	67 %	33 %
Istria	58 %	42 %	92 %	8 %	42 %	58 %
Primorje-Gorski Kotar	57 %	43 %	74 %	26 %	43 %	57 %
Dubrovnik-Neretva	-	-	-	-	-	-
Međimurje	-	-	-	-	-	-
Varaždin	33 %	67 %	56 %	44 %	33 %	67 %
Koprivnica-Križevci	52 %	48 %	79 %	21 %	55 %	45 %
Zadar	62 %	38 %	57 %	43 %	28 %	72 %
Osijek-Baranja	57 %	43 %	72 %	28 %	44 %	56 %
Šibenik-Knin	51 %	49 %	55 %	45 %	43 %	57 %
Zagreb county	50 %	50 %	88 %	12 %	50 %	50 %
Split-Dalmatia	55 %	45 %	65 %	35 %	35 %	65 %
Lika-Senj	40 %	60 %	64 %	36 %	20 %	80 %
Sisak-Moslavina	37 %	63 %	53 %	47 %	37 %	63 %
Bjelovar-Bilogora	51 %	49 %	63 %	37 %	32 %	68 %
Krapina-Zagorje	-	-	-	-	-	-
Vukovar-Syrmia	59 %	41 %	68 %	32 %	51 %	49 %
Požega-Slavonia	45 %	55 %	65 %	35 %	50 %	50 %
Brod-Posavina	52 %	48 %	66 %	34 %	38 %	62 %
Virovitica-Podravina	48 %	52 %	76 %	24 %	46 %	54 %

Source: Ribić (2021): Higher education institutions as factors of encouragement and development of entrepreneurship: doctoral thesis

Table 3 shows the attitude of respondents, who have been sorted by counties from which they originated, toward the questions on whether have they considered before enrolment starting their business venture, and had they during their studies started to consider starting their business venture. In the same Table, we can also see the respondents' answers to the question if they even have a business idea with which to realise their desire of starting their business venture. For any further analysis to be as successful as possible, due to the low number of respondents, the following counties have been excluded: Dubrovnik-Neretva, Međimurje, and Krapina-Zagorje. Very few respondents came from those counties making it difficult to have a real and statistically significant result. The number of respondents from other counties was high enough to be considered a representative sample.

The hypothesis can be tested with the Pearson correlation coefficient. The correlation coefficient can prove a connection between variables, or in this case, the correlation between the county where the respondents originated and their desire to, after graduation, start their business venture. If we view the interaction between the respondents from each county and the percentage of the ones who

answered that they have considered starting their entrepreneurial venture, the Pearson correlation coefficient is 0,56, which proves an actual connection between these two variables. This information shows that the area and environment from which students come before enrolling in university has a significant correlation with the desire to start their own business venture, so the hypothesis can be accepted: „In economically higher developed areas of the Republic of Croatia there is a higher percentage of students who have the desire to become entrepreneurs compared to students who study in less developed areas of RoC.“ The above claim can be shown graphically in Figure 1.

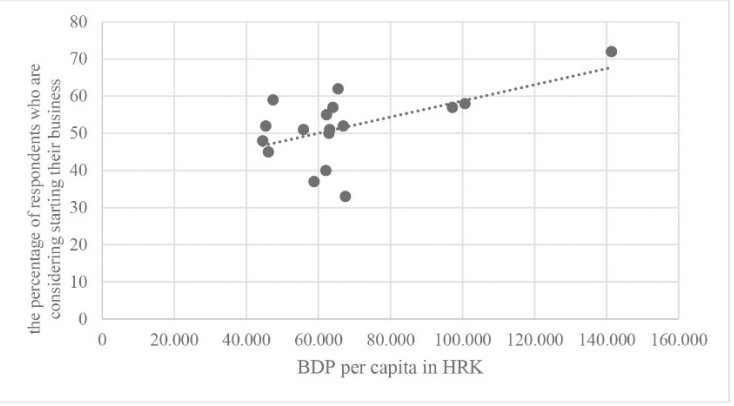

Figure 1 The regression analysis of the interdependence of students who have had the desire to become entrepreneurs before enrolment and the level of development of the county from where they originated

Source: Ribić (2021): Higher education institutions as factors of encouragement and development of entrepreneurship: doctoral thesis

The regression analysis shows a trend of movement between the desires of students who want to after graduation start their business venture and the level of development of the region, i.e. the county where they originated. When the respondents were asked the question if they started to consider starting their business venture during their studies, the Pearson correlation coefficient still shows a genuine significant connection between the variables and is 0,52, which even further proves the high dependency of starting a business venture and the county from where the students originated, but not quite to the same extent.

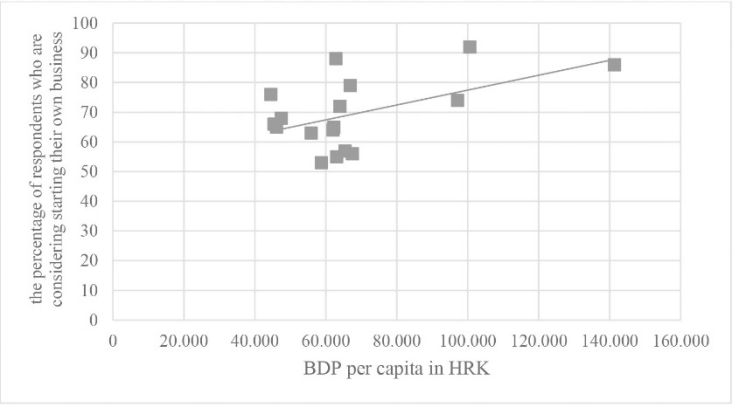

Figure 2 The regression analysis of the interdependence of students who fostered the desire to become entrepreneurs during their studies and the level of development of the county where they originated

Source: Ribić (2021): Higher education institutions as factors of encouragement and development of entrepreneurship: doctoral thesis

To determine the statistical significance, the t-test was used to analyse the correlation coefficient. This test will determine if there is a statistically significant correlation between the observed variables. If the test result, ie p-value is $p < 0.05$, we can say that the relationship is statistically significant at the level of significance $\alpha = 0.05$ and confirms the interdependence of the variable on the amount of gross national product per capita of the county from which students come and wishes to start their own business venture with students before enrollment and by students who have declared themselves so, during their studies.

Table 4

t-test for the significance of the correlation coefficient.

Analysis	Correlation coefficient R	p value	Statistical significance
The interrelationship between respondents by each county and the percentage of the ones who stated they considered starting their entrepreneurial venture before enrolment	0,56	0.018953	Statistically significant correlation coefficient R on a significance value α=0,05.
The interrelationship between respondents by each county and the percentage of the ones who stated that they considered starting their entrepreneurial venture during their studies	0,52	0,031896	Statistically significant correlation coefficient R on the level of significance α = 0,05.

Source: Ribić (2021): Higher education institutions as factors of encouragement and development of entrepreneurship: doctoral thesis

The results of the t-test confirm that there is a statistically significant correlation between the observed variables because the p-value is 0,018953, i.e. it is $p < 0,05$ which means that the interrelationship is on a statistically significant level of $\alpha = 0,05$, and this confirms the interdependence of the variables gross domestic product per capita of a county from where the students originated from and their desire to start their own business venture before enrolment.

The t-test was also used to determine the statistical significance of the correlation coefficient in the second case. This test confirmed that there is a statistically significant correlation between the observed variables because the p-value is 0,031896, i.e. it is $p < 0,05$, which means that the interrelationship is on a statistically significant level of $\alpha = 0,05$ and there is an interdependence of the variables gross domestic product per capita of a county from where the students originated from and their desire to start their own business venture by students who have declared themselves so, during their studies.

5. RESEARCH LIMITATIONS

In order to have a better approach to the work and interpretation of research results, it is necessary to state several limitations of the research. The findings are valid and representative of the analyzed sample of surveyed students, however, the findings cannot be generalized for all students studying at all universities and colleges in general, but due to the sample size can be considered indicative for students in Croatia. It is important to note that not all entrepreneurship and management studies aim to teach students how to be an entrepreneur and create exclusively entrepreneurs. The goal of entrepreneurship education is viewed through three dimensions: to learn to understand entrepreneurship, to learn to be entrepreneurial and to learn to be an entrepreneur, so it is pretentious to conclude that all students will express entrepreneurial intent during the entrepreneurship education program. The study involved 9 higher education institutions, of which 8 are colleges, while one is a university study, so it can be assumed that these are slightly different programs, methods and approaches to education and teaching methods.

In some higher education institutions, the percentage of respondents' responses was extremely high, even over 90% where the survey was organized by a teacher and questionnaires were filled out while all students were present, mostly before or after classes and lectures. In some higher education institutions, the response rate was very low because the survey was offered to students by filling out an online survey in Google Forms, which leaves room for only those highly motivated students to complete the survey.

6. CONCLUSION

With the carried out research and the data analysis, it can be concluded that the level of development of a certain region, measured by the gross domestic product of the counties from where the students of entrepreneurship originated is in direct correlation with the desire of students to start their business ventures after graduation.

Therefore, we can directly confirm hypothesis H1: *In economically higher developed areas of the Republic of Croatia there is a higher percentage of students who have the desire to become entrepreneurs compared to students who study in less developed areas of RoC.*

Considering that a larger number of potential entrepreneurs already exists in already developed areas, the potential realisation of their business ventures will even further increase the level of development of the regions where they originated, which means that there is a real danger that the already pronounced inequality of the level of development among certain regions will become even further pronounced.

The state needs to with active economic policy measures directly achieve an increased number of entrepreneurs and entrepreneurial activities in underdeveloped areas if it wants to decrease the unequal development of certain regions. To decrease inequality, it is necessary to develop regionally profiled support, which especially applies to the services of supporting institutions, such as counselling, education programmes, mentorship programmes and similar (Singer et al., 2018). It is necessary to encourage entrepreneurs from developed areas to realise their entrepreneurial ventures in less developed areas, with either tax deductions or other incentives to decrease the growth of inequality of development. By developing the infrastructure, from transport to entrepreneurship, it is necessary to make the less developed areas more attractive for investments from already established entrepreneurs, both foreign and domestic. We must perpetually invest in education, especially entrepreneurial education which can serve as a jumping-off point for faster growth and development of a region, and in the end for the entirety of the Republic of Croatia.

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EKONOMSKO OKRUŽENJE KAO PRETKAZATELJ PODUZETNIČKIH NAMJERA

Sažetak

Cilj je rada istražiti utjecaj ekonomskog okruženja mjesta podrijetla pojedinca na intenzitet poduzetničkih namjera koje se očituju u želji za pokretanjem poduzetničkog pothvata. Ekonomski čimbenici prvenstveno značе ekonomski razvoj određenoga područja, što je u ovome istraživanju izraženo kao vrijednost BDP-a. Sudionici istraživanja bili su studenti na visokim učilištima u Hrvatskoj, gdje su programi studija usmjereni na neki oblik poduzetničkog obrazovanja: poduzetništvo, ekonomija i menadžment. Prema podacima Agencije za znanost i visoko obrazovanje, u ak. g. 2018./2018. ukupan broj studenata upisanih na studijima relevantnima za ovo istraživanje iznosio je 3768. Istraživanje je provedeno na uzorku od 690 studenata, što je 18,31% ukupnog broja upisanih studenata. Za empirijski dio rada koristi se anonimna anketa, a rezultati istraživanja analiziraju se različitim statističkim metodama, kao što su npr. regresijska analiza, Pearson koeficijent korelacija i t-test. Istraživanje je potvrdilo da je razina razvoja ekonomskog okruženja izravno utjecala na poduzetničke namjere sudionika. Poduzetničke namjere predstavljaju intenzitet težnje i u kojoj mjeri pojedinac želi pokrenuti svoj poduzetnički pothvat. Neki pojedinci mogu željeti postati poduzetnici, ali brojni čimbenici utječu na to hoće li pokrenuti svoj pothvat. Daleko je to od želje za primjenom poduzetničke ideje koja se u početku pojavila kao poduzetnička namjera. Brojni faktori i odrednice upravljaju nečijim ponašanjem, a intenzitet utjecaja razlikuje se za svaku odrednicu.

Ključne riječi: ekonomsko okruženje, poduzetničke namjere, poduzetništvo, pokrenuti poduzetnički pothvat, poduzetničko ponašanje.

JEL klasifikacija: J23, L26, E00, E10.