

**RELATIONSHIP BETWEEN ENTREPRENEURIAL PASSION FOR INVENTING,  
ENTREPRENEURIAL PASSION FOUNDING AND ENTREPRENEURIAL  
INTENTION: THE ROLE OF PERCEIVED CREATIVITY DISPOSITION**

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**ABSTRACT**

Given the multi-dimensional nature of entrepreneurial passion and the hierarchical construct model development in partial least squares path modeling (PLS), we employed the partial least squares structural equation modeling (PLS-SEM) to investigate the relationship between entrepreneurial passion for inventing (EPI) and entrepreneurial passion for founding (EPF) and entrepreneurial intention (EI). We also examine the moderating role of perceived creativity disposition on these relationships. With a sample of 130 students, our study found a significant relationship between EPF and EI, but our proposed relationship between EPI and EI was not supported. Again the moderating role of perceived creativity disposition was significant for EPF and EI relationship but not for EPI and EI. We therefore, extend empirical research in the entrepreneurial passion and intention domain.

**Keywords:**

*Entrepreneurial Intention, Creativity Disposition, Entrepreneurial Passion For Inventing and Founding*

**INTRODUCTION**

Researches on entrepreneurial intention have continued to grow among researchers because of its importance in dictating actual entrepreneurial behaviour. Bird (1988, 1989) convincingly argued that intention is fundamental to entrepreneurial behaviour, while entrepreneurs are said to be good example of intentionality (Rickards, Runco, & Moger, 2008). It is in fact a major determinant in entrepreneurs' success, because of its dominant motivating factor in influencing individual behaviour (Ajzen, 1991). Hence, entrepreneurial intention is seen to play a vital function in the choice to start a new firm or venture or the creation of new value in an existing ones (Bird, 1988; Lee & Wong, 2004). In its general sense, entrepreneurial intention is the interest to undertake entrepreneurial activity (Fitzsimmons & Douglas, 2011; Gurbuz & Aykol, 2008; Krueger Jr, Reilly, & Carsrud, 2000), which usually involves inner guts, desire and the feeling to be independent (Ayobami & Ofoegbu, 2011). As a result, entrepreneurial intention can be employed to envisage participation among students in entrepreneurship and could clarify the reason for students' decision to venture into business (Ariff, Bidin, Sharif, & Ahmad, 2010).

According to Lee & Wong (2004) the intention to exhibit entrepreneurial behaviours could be affected by a number of cognitive factors, for example, needs, values, wants, habits, and beliefs. The significance of cognitive variables in understanding the individual decision process has been pointed out by researchers like Baron (2004) and Shaver & Scott (1991). Passion, which has an affective, cognitive, and behavioural components (Chen, Yao, & Kotha, 2009), that influences people behaviour (Cardon, Sudek, & Mitteness, 2009; Murnieks,

Mosakowski, & Cardon, 2011), is a fundamental factor in entrepreneurship (Bird, 1988; Cardon, Gregoire, Stevens, & Patel, 2013).

Entrepreneurial passion refers to “consciously accessible intense positive feelings experienced by engagement in entrepreneurial activities associated with roles that are meaningful and salient to the self-identity of the entrepreneur” (Cardon, Wincent, Singh, & Drnovsek, 2009, p. 517). While also building on social psychological and entrepreneurship literatures, Chen, Yao & Kotha (2009), define entrepreneurial passion as the extreme emotional condition of an entrepreneur manifested through cognitive and behavioural action that is personally valuable. Consequently, if passion is quite integral to successful entrepreneurship activities, then, it is only logical that this must be present or build prior to setting up of ventures. Hence, researchers have call for more understanding of passion for its fundamental importance in entrepreneurial activity (Cardon, Sudek, et al., 2009; Chen et al., 2009).

However, most studies on passion (Baum & Locke, 2004; Chen et al., 2009) focuses on individual entrepreneurial passion in relation to organisations and other outcomes that are behavioural (Murnieks et al., 2011) or otherwise without direct emphasis on entrepreneurial intentions. Even, studies that considered passion with intention, does so indirectly by observing the impact of passion as a moderator to other antecedents factors (De Clercq, Castañer, & Belausteguigoitia, 2011) or as antecedent to other variables that explain its impact (Murnieks et al., 2011; Vallerand et al., 2007).

This research therefore examined the relationship between two entrepreneurial passion domains (passion for inventing and passion for founding) considering their dimensions as defined by Cordon et al. (2013) and entrepreneurial intention. This is because, what seems to matter most and more immediate in the process of nurturing entrepreneurial passion especially among students, is the passion for inventing new products and founding new organisation (Fitzsimmons & Douglas, 2011).

Other quite integral components of entrepreneurship as recognized from previous studies are creativity and innovation. While creativity of entrepreneurs could depend on special circumstances and personality characteristics of individuals, Rickards et al. (2008) argued that creativity is the most critical trait of an entrepreneur. The ability to think creatively or the perception that one poses creative ability therefore, could explain why some people would choose to be or not to be entrepreneurs, which involves recognizing the opportunities for creating new product or services or new ways of doing things that is worthwhile profitable, and so the requirement for a successful entrepreneur (Baron, 2004; Bird, 1989; Schumpeter, 1934). Batey & Furnham (2008) also argue that individuals understand themselves better when it comes to their own creative ability.

Though, creativity is a necessary element for entrepreneurship, its motivation could differ among different types of entrepreneurs (Rickards et al., 2008). This mean that creativity could play a role in entrepreneurship but may not be enough as a “stand-alone” factor, given that most entrepreneurs are adapting innovations instead of being the original inventors (Rickards et al., 2008). In a study by Batchelor and Burch (2012), who investigated to find out among 152 undergraduate students if individual creativity predicts intention to venture into entrepreneurship. Their result revealed that divergent thinking predicts entrepreneurial intention, but that creative personality was only a supporting factor, which suggests creative personality as less important in directly impacting entrepreneurial intention. This study and others therefore, opens an avenue for framing further question on how the perception of creativity can influence entrepreneurial intentions.

Consequently, given the multidimensional nature of entrepreneurial passion (passion for inventing, founding and developing) and the creativity supporting role as insinuated by previous

studies, we model to investigate the role of perceived creativity disposition on the relationship between two domains of entrepreneurial passion and intention. We believe that the perception of creativity disposition will increase the intensity between the classes of entrepreneurial passion for inventing and entrepreneurial passion for founding in relation to entrepreneurial intention. We also feel that the level of perception of creativity disposition will vary among students sample within each domain of entrepreneurial passion.

## **LITERATURE REVIEW**

### **Entrepreneurial Intention**

Entrepreneurial intention is one of the main characteristics that make entrepreneurs successful, because of its dominant motivating factor that influence individual behaviour (Ajzen, 1991). It is generally agreed that intention is strongly related with the actual behaviour (Krueger Jr et al., 2000; Summers, 1998). Entrepreneurial intention is therefore, defined as the deliberate position of individual mind that comes before an activity and pushes one's consideration to engage in business formation (Bird, 1989; Shane & Venkataraman, 2000).

An intention then is seen to play a vital function in the choice to start a new firm or venture or the creation of new value in an existing ones (Bird, 1988; Lee & Wong, 2004). Thus, entrepreneurial intention is an important factor for providing good predictive power for engaging in entrepreneurship (Ajzen, 1987; Brush, Manolova, & Edelman, 2008; Kolvereid & Isaksen, 2006; Shook, Priem, & McGee, 2003). Understanding entrepreneurial intention is therefore crucial when predicting entrepreneurial behaviour (Arendt & Brettel, 2010; Bird, 1988; Gerba, 2012; Kruger, 2004; Zhang & Duan, 2010). Moreover, the role of entrepreneurial intentions is also accepted to be relevant in the managerial literature (Sutton, 1998). Earlier contributions show that intentions have the ability to predict both individual behaviours (Ajzen, 1991), and organisational results in terms of survival, development and growth (Mitchel, 1981). Consequently, it is generating the interest of managers and entrepreneurs in appreciating and predicting intentions as an important element to succeed (Tubbs & Ekeberg, 1991).

According to some scholars' entrepreneurial intention which is the interest to undertake entrepreneurial activity (Fitzsimmons & Douglas, 2011; Krueger Jr et al., 2000) usually involves inner guts, desire and the feeling to be independent (Ayobami & Ofogebu, 2011). As a result, entrepreneurial intention can be employed to envisage participation among students in entrepreneurship and could clarify the reason for students decision to venture into business (Ariff et al., 2010). Understand the real factors responsible for shaping intention of students' to start a new venture is crucial for building the programmes and policies aim at promoting entrepreneurial behaviour (Bakotić & Kružić, 2010).

According to Lee & Wong (2004) the intention to exhibit entrepreneurial behaviours could be affected by some number of cognitive factors, for example, needs, values, wants, habits, and beliefs. The significance of cognitive variables in understanding the individual decision process has been pointed out by researchers like Baron (2004) and Shaver & Scott (1991). Therefore, the cognitive perspective makes understanding the difficult process of entrepreneurship easier. In other situations, models were used that includes individual attributes, characteristics, values, culture and demographic factors to show the reason why some people will engage in entrepreneurial behaviour while others will not (Mueller & Thomas, 2001; Mueller, Thomas, & Jaeger, 2002).

Since the choice to be an entrepreneur is an outcome of intricate mental processes, the planned behaviour theory (Ajzen, 1991) is mostly useful to clarify this obscure mental process resulting to establishing business venture. Scholars like (Fayolle & Degeorge, 2006; Fayolle & Gailly, 2005; Kolvereid & Isaksen, 2006; Krueger, 2007) have employ the theory to clarify the decision process in firm creation. Hence, agreed that the intention to become an entrepreneur is as result of individuals' attitude, their perception of behavioural control of the venture, and the perceived social influence to be or otherwise an entrepreneur.

### **Entrepreneurial Passion and Entrepreneurial Intentions**

The important role of passion in encouraging persistent pursuit and achievement of one's desired goal that is meaningful has attracted the attention of psychologist and recently entrepreneurship scholars. Passion or "love" for something (Baum & Locke, 2004; Shane, Locke, & Collins, 2003), which has the connotation of affective feelings, particularly intense positive feelings (Cardon, Wincent, et al., 2009) has been define in various ways by scholars, for example, Vallerand et al. (2003) define passion as a strong inclination towards an activity that people like, that they find important, and in which they invest time and energy tirelessly.

Cardon et al. (2009) on another hand expressed entrepreneurial passion as "consciously accessible, intense positive feelings related to the entrepreneurial activities that are meaningful and salient to the self-identity of the entrepreneur". Passion therefore influences people behaviour (Cardon, Sudek, et al., 2009; Donahue, 2008; Murnieks et al., 2011). It is an "all-alone" construct that distinctively account for variance in entrepreneurial behaviour (Murnieks et al., 2011). Consequently, if passion is quite integral to successful entrepreneurship activities, then, it is only logical that this must be present or build prior to setting up of ventures.

Another quite interesting aspect of the recent definition of passion is the issues concerning the extreme positive feelings and self-identity. While the intense positive feelings are directed towards activities that are of importance to individuals and hence more enduring (Wincent, Örtqvist, & Drnovsek, 2008), the self-identity concern the realization of the central role that the activity plays in one's identity (Cardon et al., 2013). This shows that identity centrality will defer among individuals, leading to entrepreneurs engaging in selected activities they identify more personally with, and disengaging from the activities with which they do not (Cardon et al., 2013). However both intense positive feelings and the activity central to self-identity are embedded in the entrepreneurial domains of founding, inventing and developing (Cardon et al., 2013).

The inventing domain is characterise by individuals whom have passion for searching opportunities, delighted for always been on the run to usher in new products or services or new ways of doing things to solve current problems (Cardon et al., 2013; Cardon, Wincent, et al., 2009). The passion for founding as discussed by Cardon et al., (2009) has to do with organisation of human, financial and social resources required to create a new venture. Most entrepreneurs are driven by the desire to found new venture (Aldrich & Zimmer, 1986) which signifies the achievement of been able to create something tangible that can be attributed to them (Katz & Gartner, 1988). Such achievement of founding an organisation could be the central role reflecting particular self-identity of an individual entrepreneur (Cardon, 2008).

Developing the organisation beyond its initial survival and successes comes with the passion of growth and expansion (Cardon, Wincent, et al., 2009). Hence, Entrepreneurs who experience passion for developing their own ventures might quite cherish making return on their investments by generating more sales, engaging employees and other stakeholders, or even acquiring new investors to support the businesses (Cardon et al., 2013). However, this study is

concern with the first two domains given the nature of its sample of university students. We believe that the passion for inventing and founding is more likely to be experienced and nurtured prior to the real activity. Hence, we develop the following hypotheses:

- H1: There is a significant positive relationship between entrepreneurial passion for inventing and entrepreneurial intention.
- H2: There is a significant positive relationship between entrepreneurial passion for founding and entrepreneurial intention.

### **Creativity and Entrepreneurial Intention**

Shackle in 1970 introduced creativity and imagination in his work and links it to entrepreneurship process, while arguing that in an uncertain situation every entrepreneur apply his imagination to decide on the best possible action. This point to the importance of creativity and imagination as required skills in business decision making processes, capable of reducing unfavourable business consequences (Lourenço & Jayawarna, 2011).

Creativity involves recognizing the opportunities for creating new product or services or new ways of doing things that is worthwhile profitable, and so the requirement for a successful entrepreneurs (Baron, 2004; Bird, 1989; Schumpeter, 1934). Entrepreneurship therefore, has been describe as a good playing ground for creative individuals to be successful (Batchelor & Burch, 2012), because creativity involves novelty and usefulness which are important to entrepreneurship (Amabile, 1996; Ward, 2004). Hence creative individuals are more expected to engage in entrepreneurship behaviour (Ward, 2004).

Creativity could be considered as a dormant trait that lay creative behaviour (Eysenck, 1995). Thus, indicating that exhibition of high creative performance is as a result of creative personality trait in individuals (Oldham & Cummings, 1996). Moreover, several studies have supported self-assessment of creativity disposition, for example, Batey & Furnham (2008) argue that individuals understand themselves better when it comes to their own creative ability. Therefore, people should be allowed to make effort to judge themselves as capable of generating new and valuable ideas necessary to succeed as entrepreneurs (Darini, Pazhouhesh, & Moshiri, 2011).

Hamidi, Wennberg & Berglund (2008) also clearly indicated the need for considering creativity in entrepreneurial intention based models. Fatoki (2010) identified in a study of entrepreneurial intention of South African final year graduating students that creativity was a motivator of entrepreneurial intention. We therefore modeled and include creativity in entrepreneurial intention based model, believing strongly that creativity disposition will built enormous amount of confidence that is very likely to yield expected result of becoming self-employed. It is also suppose that, the ability to think creatively or the perception that one poses creative ability could also explain why some people would choose to be or not to be entrepreneurs. Thus, we develop the following hypotheses:

- H3: Perceived creativity disposition moderates the relationship between entrepreneurial passion for inventing and entrepreneurial intention.
- H4: Perceived creativity disposition moderates the relationship between entrepreneurial passion for founding and entrepreneurial intention.

## **METHODOLOGY**

In a survey research, questionnaire were administered and collected from a population sample of 130 students. These students come from various faculties of the Usman Danfodio University, Sokoto (UDUS) in Nigeria. The respondents have all participated in the compulsory entrepreneurship course offered by the University. Items of the variables in this study develop for the questionnaire was adapted from various sources.

Item for the perception of creativity disposition was adapted from Zhou and George (2001). It has 8-items with a 7-point Likert-type scales of 1 = strongly disagree, 7 = strongly agree. The measures for the entrepreneurial passion dimensions in the two domains (entrepreneurial passion for inventing and entrepreneurial passion for founding) were adapted from Cardon et al., (2013). There are 5 items for inventing (consisting of 4 item for intense positive feeling for inventing and 1 item for the identity centrality for inventing) and 4 items for founding (consisting of 3 item for intense positive feeling for founding and 1 item for the identity centrality for founding). All the 9-items are rated on 7-point Likert-type scales of (1 = strongly disagree, 7 = strongly agree). The 6-items that measured entrepreneurial intention were adapted from Linan and Chen (2009). The items are rated on a 7-point likert scale of (1 = total disagreement, 7 = total agreement).

We performed the analysis using the SmartPLS 2.0 (Ringle et al., 2005). We estimated the measurement model by meeting all the measurement requirements, and then the structural model was evaluated. This study employed smart PLS for the analysis, because, of the small sample size nature of the data as well as the presence of second-order formative variables (Hairs et al., 2014). However, the sample size is adequate given the minimum sample size required based on the 10 times rule of thumb (Barclay, Higgins & Thompson, 1995) as well as the power analysis using G\*power.

## **RESULTS**

### **Measurement Model**

In the measurement model, items loadings were examined and only items that loaded above 0.70 were retained (Fornell and Larcker, 1981). The internal consistency was measured by composite reliability and has reached the satisfied criteria, as the lowest is 0.82 and the highest is 0.93. Average Variance Extracted (AVE) were also examined and have all met the minimum requirement of 0.5 (Fornell and Larcker, 1981), the values range from 0.54 to 0.74. These are presented in table 1. We also present the second- order formative indicators weights, significance and collinearity assessment in table 2. It can be seen from the table that all the formative weights are significant. Also the tolerance and variance inflation factor (VIF) are above 0.20 and below 0.5 (Hair et al., 2014) respectively. Therefore, the indicators do not show sign of collinearity problem.

**Table 1: Item Loading, Internal Consistency, and Average Variance Extracted for the First-Order Constructs**

Construct	Indicators	Loadings	Composite Reliability	AVE
Entrepreneurial Intention	EI2	.718	.933	.738
	EI3	.909		
	EI4	.925		
	EI5	.822		
	EI6	.904		
Identity Centrality for Founding	ICF	1.000	1.000	1.000
Identity Centrality for Inventing	ICI	1.000	1.000	1.000
Intense Positive Feeling for Founding	IPFF1	.840	.822	.608
	IPFF2	.794		
	IPFF3	.698		
Intense Positive Feeling for Inventing	IPFI1	.752	.859	.604
	IPFI2	.798		
	IPFI3	.749		
	IPFI4	.808		
Perceive Creativity Disposition	PCD1	.740	.824	.540
	PCD6	.789		
	PCD7	.701		
	PCD8	.707		

In confirming the discriminant validity, the inter-construct correlations were compared with the square root of AVE across the diagonal. The values of the square root of AVE exceed that of the inter-correlation among the constructs in the model. Table 3 shows the discriminant validity with the descriptive statistics of the constructs.

**Table 2: Formative Indicators Weights, Significance, and Collinearity Assessment**

Construct	Indicators	Weights	T Stat.	P Value	Collinearity Statistics	
					Tolerance	VIF
Entrepreneurial Passion for Inventing	IPF-I	.843	28.479	.000**	.580	1.725
	IC-I	.258	10.134	.000**	.710	1.408
Entrepreneurial Passion for Founding	IPF-F	.758	27.649	.000**	.554	1.804
	IC-F	.348	13.681	.000**	.638	1.567

\*\* : P<0.001

**Table 3: Square Root of AVE and Correlations of Latent Variables for the First-Order Constructs**

	Mean	Std. Dev.	1	2	3	4	5	6
<b>1) Entrepreneurial Intention</b>	6.142	1.187	<b>.859</b>					
<b>2) Identity Centrality for Inventing</b>	5.760	1.334	.361	<b>Single Item</b>				
<b>3) Identity Centrality for Founding</b>	5.810	1.753	.376	.325	<b>Single Item</b>			
<b>4) Intense positive feelings for founding</b>	5.745	1.287	.404	.422	.577	<b>.780</b>		
<b>5) Intense positive feelings for Inventing</b>	5.552	1.227	.397	.514	.464	.552	<b>.777</b>	
<b>6) Perceive Creativity Disposition</b>	5.479	1.141	.484	.335	.267	.256	.423	<b>.735</b>

Note: Diagonal elements (figures in bold) are the square root of the variance (AVE) shared between the constructs and their measures. The single items are the constructs measured by a single item. Off diagonal elements are the correlations among constructs

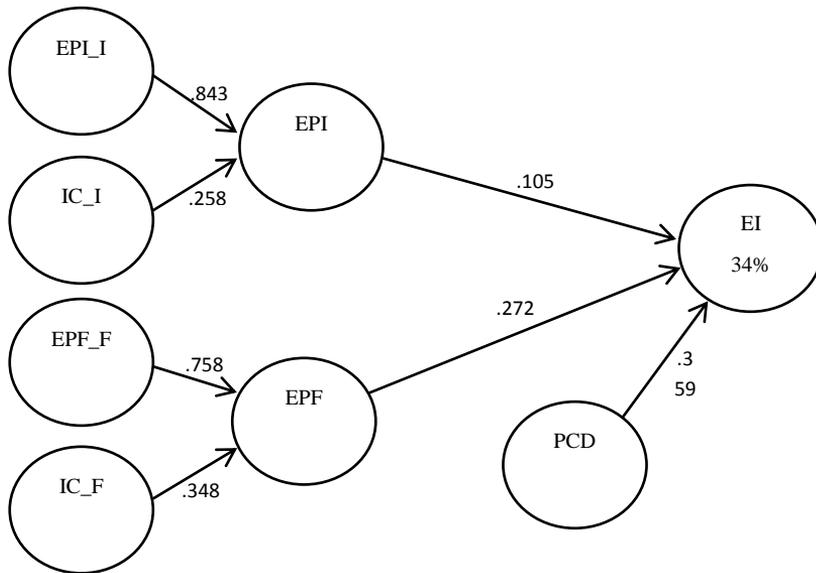
### Structural Model

The structural model was assessed to test the hypotheses of the study. We also examined the quality of the model criteria. The model hypotheses testing show that, the relationship between the entrepreneurial passion for inventing and entrepreneurial intention is not significant (t-value, 1.012). Relationship between entrepreneurial passion for founding and entrepreneurial intention was significant (t-value, 2.830;  $p < 0.005$ ). The moderating effect of perceived creativity disposition on the relationship between entrepreneurial passion for inventing and entrepreneurial intention was not significant (t-value, 0.535). On the other hand, perceived creativity disposition moderates the entrepreneurial passion for founding and entrepreneurial intention relationship (t-value, 4.047;  $p < 0.001$ ). Table 4 is the result of the hypothesis findings. In examining the R2 of the model, it shows that the value of 34% obtained was acceptable since it is higher than the recommended 10% (Falk and Miller, 1992). Figure 1 shows the structural model.

**Table 4: Path Analysis and Hypothesis Testing**

Hypotheses	Relationship	Beta value	Std. Error	t-value	p-value	Decision
H1	EPF -> EI	.272	.096	2.830	.003*	Supported
H2	EPI -> EI	.105	.104	1.012	.157	Not Supported
H3	EPF * PCD -> EI	-.355	.088	4.047	.000**	Supported
H4	EPI * PCD -> EI	-.047	.087	.535	.297	Not Supported

\*\* :  $P < 0.001$ ; \* :  $p < 0.005$



**Figure 1: Structural Model**

## DISCUSSION AND CONCLUSION

The study was carried out to examine the relationship between two entrepreneurial passion domains (passion for inventing and passion for founding) and entrepreneurial intention. We also investigated the role of perceived creativity disposition on the relationship between the two domains of entrepreneurial passion and intention. We found a significant relationship between entrepreneurial passion for founding (EPF) and entrepreneurial intention (EI). Our proposed relationship between entrepreneurial passion for inventing (EPI) and entrepreneurial intention (EI) is not supported. Again the moderating role of perceived creativity disposition (PCD) is significant for entrepreneurial passion for founding and entrepreneurial intention relationship, but, not for entrepreneurial passion for inventing and entrepreneurial intention.

The level of significance was determined by the t-values and p-values obtained from the analysis. For hypothesis one, the relationship between EPF and EI was supported (t-value=2.830,  $p < 0.005$ ). Hypothesis two (EPI---->.EI) was not supported (t-value=1.012). Hypothesis three was also supported (t-value=4.047,  $p < 0.001$ ), while hypothesis four was not supported (t-value=0.535).

The unsupported relationship between entrepreneurial passion for inventing and entrepreneurial intention seems to be explainable, as passion for invention required searching opportunities, ushering in new products or services or introducing new ways of doing things to solve current problems (Cardon et al., 2013; Cardon, Wincent, et al., 2009). All these require skills, determination and courage, but the fear of introducing something new and considering its acceptability has kill so many ideas before they are brought up. This can also explain Shackle’s

(1970) argument that in an uncertain situation (fear of failure) every entrepreneur applies his imagination to decide on the best possible action. Furthermore, the self-identity centrality in (Cardon et al., 2013) definition shows that individual entrepreneurs will only engage in selected activities they identify more personally with and disengage from the activities with which they do not (Cardon et al., 2013).

Creativity was found not to moderate the relationship between entrepreneurial passion for inventing and entrepreneurial intention, suggesting it does not strengthen the relationship between the two variables. Though, creativity is known to be a necessary element for entrepreneurship, Rickards et al. (2008) emphasize that its motivation could differ among different types of entrepreneurs. The outcome of this study therefore shows that perceived creativity disposition is not a motivator for the entrepreneurial passion for inventing group of students. Hence, this study supports the assertion that most entrepreneurs are adapting innovations instead of being the original inventors (Rickards et al., 2008).

Even though, Nigeria is a developing country and the environment does not adequately support innovation among students, we believe the schools can employ certain strategies aim at developing skills and courage among students. It is also believe that government can support this initiative by providing the necessary resources required to help in this direction. Moreover, by establishing a relationship between entrepreneurial passion for founding and entrepreneurial intention and identifying the role of perceived creativity disposition in this relationship, we extend knowledge in the entrepreneurial passion domain.

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