

The entrepreneurial intention at the hub of the entrepreneurial process. An overview of the theoretical framework of entrepreneurship

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Received date: 24.02.2021 / Accepted date: 21.03.2021

Abstract

There is, still no consensus on a theory of entrepreneurship, much less an unequivocal definition, yet, entrepreneurship is widely accepted today for its importance for the economic development of countries, through business creation, job creation, innovation, development, and support for structural changes. As a consequence of this, the state of art has revealed many theoretical approaches; Meantime, entrepreneurial intention took an important place to predict the entrepreneurial event and a central role to shape the entrepreneurial model.

Keywords: Entrepreneurship , Entrepreneurial intention , Entrepreneurial Paradigm, Entrepreneurial Model

Jel Classification Codes:L2 L20 L26 L29

Introduction

Nowadays, entrepreneurship is a topical theme, that teachers, researchers, managers, business leaders, consultants, politicians are all interested.(Christian Bruyat, 1993a) Certain environmental changes and their consequences at the level of societies, companies, and individuals (...) are likely to give entrepreneurship a more important place, as a phenomenon and as individual and collective behaviors (Fayolle, 2007) However, the economic activity is becoming an absolute necessity for developing countries for the creation of wealth and employment. Thus entrepreneurship is widely accepted today for its importance for the economic development of countries (Thomas & Mueller, 2000).The contribution of entrepreneurship to society and the economy no longer needs to be demonstrated, it concerns business creation, job creation, innovation, development of entrepreneurship, and support for structural changes(Fayolle, 2007) . Actually, The methodology research approach adopted in this work is a part of the theoretical exploration, aims to define the notion of entrepreneurial intention by positioning itself upstream of the entrepreneurial process. We start by the delimitation of the mains theoretical corners of the entrepreneurship field, going in section two through the theoretical approaches to entrepreneurship, where we will emphasize the principal entrepreneurial intentions models.

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Delimitation of the field of entrepreneurship. .1

What are we talking about when we talk about entrepreneurship? (Gartner, 1990). The attempt to define entrepreneurship is not just about defining the boundaries of the research field. It is also and above all a question of locating researchers compared to the scientific field (Fayolle, 2007). According to the European Commission communication, Entrepreneurship refers to « The individual's ability to turn ideas into action. It includes creativity, innovation, and risk-taking, as well as the ability to plan and manage projects in order to achieve objectives. This supports everyone in day-to-day life at home and in society, makes employees more aware of the context of their work and better able to seize opportunities, and provides a foundation for entrepreneurs establishing a social or commercial activity» (Communities, 2006).

"What", "Who", "Why" are for example the questions that have guided the majority of work in the field of entrepreneurship, they mark a paradigmatic turning point in entrepreneurship research. The contingency in terms of paradigm² encourages researchers to get a good position in the field of entrepreneurship. First, it is important to identify the paradigm or paradigms that have helped to structure entrepreneurial research as it is deployed today in all its richness and all its diversity. Then, to identify the complementarity of the different paradigms that can constitute a fertile ground for the development of new shoots.

It is easy to identify researchers in the field who, for some, combine entrepreneurship and innovation, for others, entrepreneurship and the detection of opportunities. the creation of value or wealth and the organizational emergence are also the foundations of entrepreneurship.

1.1 The opportunity paradigm

In the opportunity paradigm, Timmons (1989) finds that there is little importance given to the recognition of the business opportunity in all the entrepreneurship process and that researchers start from the opportunity as if it were acquired. Thus, the entrepreneur becomes the emblematic figure whose intervention is to seize opportunities in an unstable environment and to create this instability through his continually renewed intrusion into production and distribution (Chirstian Bruyat & Julien, 2001).

« An entrepreneur is someone who perceives an opportunity and creates an organization to pursue it » (Bygrave & Hofer, 1992).

« Entrepreneurship is the process of creating or seizing an opportunity and pursuing it regardless of the ressources currently controlled » (Timmons, 1989).

It seems that two views coexist in the opportunity paradigm. The first sees it as an objective reality that can be identified in the way that opportunities exist and it is enough to have the capacity to identify, appropriate, and transform them into economic facts. While the second assumes that opportunity is a social construct resulting from interactions and encounters between the individual and the environment (Verstraete & Fayolle, 2004).

² paradigm is a theoretical construct that is the subject of a significant contribution by researchers who share the point of view proposed by the paradigm (Verstraete & Fayolle, 2004).

1.2 The innovation paradigm

In the innovation paradigm, we can cite the works of Sweeney (1989); Shane and Venkataraman (2000). For Siegel (1978), innovation is "the act of opening up new possibilities for resources to create wealth". These resources may be existing because innovation is about creating new possibilities. When it comes to innovation, Schumpeter (1935) marks an important development in the understanding of the entrepreneurial function, he makes the entrepreneur an economic agent of a particular species, the engine of technical progress which makes new combinations of production means and carries out innovations (Jaziri & Paturel, 2010). By considering the opportunity as the encounter between a structured context and individuals acting in an entrepreneurial way, such a theoretical anchoring, and from a tangible base, of ideas transformed into exploitation, this makes it possible not to consider the opportunities as a prerequisite, which can reveal the opportunities through the situation of confrontation between actors of the same rank all of this leads us to the second paradigm, of organizational emergence (Verstraete, 2003).

1.3 Organizational emergence Paradigm

Research work on "entrepreneurship and the process of organizational emergence" was initiated by Gartner (1985, 1990, 1995); Hernandez (1999, 2001); Verstraete (1999), Hernandez and Marco (2006). According to the organizational emergence paradigm, the heart of entrepreneurship is the emerging organization (Gartner, 1990).

« An entrepreneur is someone who perceives an opportunity and creates an organization to pursue it » (Bygrave & Hofer, 1992).

« I think that those who are familiar with some of my previous writings on entrepreneurship (Gartner, 1985, 1988, 1989, 1990) are aware that the domain of entrepreneurship that interests me is focused on the phenomenon of organization creation » (Gartner & Shane, 1995).

1.4 The paradigm of value creation

The paradigm of value creation constitutes an extension of the innovation paradigm adapted to the field of entrepreneurship. This paradigm occupies a central place in the life of the entrepreneur, especially in terms of his goals and objectives, his activity, his lifestyle, his social status (Christian Bruyat, 1993b). The value is the result of a management process in way that each function of the company created has an interpretation generally linked to the stakeholder to which it is primarily devoted (Van Praag & Versloot, 2007). According to Paturel (2007), the two entrepreneurial practices being creation ex nihilo and recovery, innovation can occur within the framework of each of these modalities in order to create new value or to save from disappearance, or waste of value already present.

Theoretical approaches to entrepreneurship .2

Some researchers have focused on the entrepreneur himself on his motivations and his personal characteristics. We can distinguish the development of research in entrepreneurship into three

2.1 The descriptive approach: Who is the entrepreneur?

This approach consists in developing typologies of the main entrepreneurial personality traits, describing and classifying them. It answers the question "Who is the entrepreneur?" to expose the profile of the entrepreneur and his characteristics. The main assumption behind this school of thought is that entrepreneurs possess

personality traits, personal attributes, and a value system that predispose them to entrepreneurial activity and distinguish them from other individuals Greenberger and Sexton, (1988); Gartner, (1990); Shaver and Scott, (1992).

Among the personality traits and characteristics mentioned in the literature are: risk-taking, need for achievement, creativity, innovation, and need for independence (Rauch & Frese, 2007).

The limits of the personality traits approach, it does not highlight the success of entrepreneurs with personality traits over others, so the personality traits approach cannot separate the successful entrepreneurs from those who have failed.

Gartner (1988) raises several criticisms in his famous article "Who is an entrepreneur? Is the wrong question" with regard to the trait approach. He proposes to focus on what the entrepreneur does (approach by facts) and not what he is (approach by Traits). In other words, it is about replacing the question "who is the entrepreneur?" By "what does the entrepreneur do?"

2.2 The behavioral approach: what does the entrepreneur do?

The behavioral approach is concerned with the behavior of the entrepreneur in the exercise of his activity, which is part of a cultural, social, economic and political environment. Considering entrepreneurship as a contextual event, as the result of several influences. It explains entrepreneurial behaviors in relation with the environment in which they are expressed (Tounés, 2003).

When we talk about the entrepreneur, we forget that success is not only due to personal qualities, it involves the family that gave birth to him and the society in which they live (his culture, social, economic, and Politics) (Schmitt, 2008). In other words, the behavioral approach was oriented towards the definition of the entrepreneur by what he does, which means by the actions and behaviors that he engages in throughout the process of creating a business, rather than personality traits (Chandler & Jansen, 1992).

Indeed, many authors (Carter et al., 1996) have affirmed that the study of the entrepreneurial phenomenon could be quite limited by referring just to a few personality traits (descriptive approach) or to behaviors (behavioral approach). It seems important to open up to new research perspectives that take into account the dynamic and processual aspect of entrepreneurship. In other words, research in entrepreneurship is no longer focused on the entrepreneur and his personality traits but rather on the entrepreneurial process.

2.3 The processual approach: Why and how?

The Notion of entrepreneurial process has been developed by several researchers in entrepreneurship: Gartner (1990), Shane and Venkateraman (2000), Reynolds (2000), Bygrave and Hofer (1991), etc. The processual approach aims to analyse, from a temporal and contingent perspective, the personal and environmental variables that promote or inhibit the entrepreneurial spirit, entrepreneurial actions and behaviors.

Gartner (1990) defines the entrepreneurial process as the process that precedes the creation of an organization. : It begins when the entrepreneur decides to start a business and ends with the creation of the business. While (Shane & Venkataraman, 2000) define the entrepreneurial process as the process of identifying and exploiting an opportunity. Unlike Gartner (1990), these authors are interested in the stages of the entrepreneurial process which precede the creation of a business.

So to understand the origins of entrepreneurial behavior, it is important to understand the changes in the previous factors that triggered this behavior (Tounés, 2003). This is why, Studying the upstream stages of business creation allows to understand and explain why and how an individual develops entrepreneurial behavior. In this regard, the concept of entrepreneurial intention acquires its full meaning, while the models based on the intentional conception of entrepreneurial creation, have positioned themselves between the different schools of thought, provide an explanation more focused on the mechanisms affecting the intention and the realization of the entrepreneurial project (Bourguiba, 2007). As Linan and Chan (2009) postulate that Entrepreneurial intention occupies a phase extremely important even central in the entrepreneurial process.

Entrepreneurial intention is considered to be the best predictor of entrepreneurial event and a necessary element for the execution of behavior Fishbein & Ajzen, 1977; Fayolle et al., 2006.

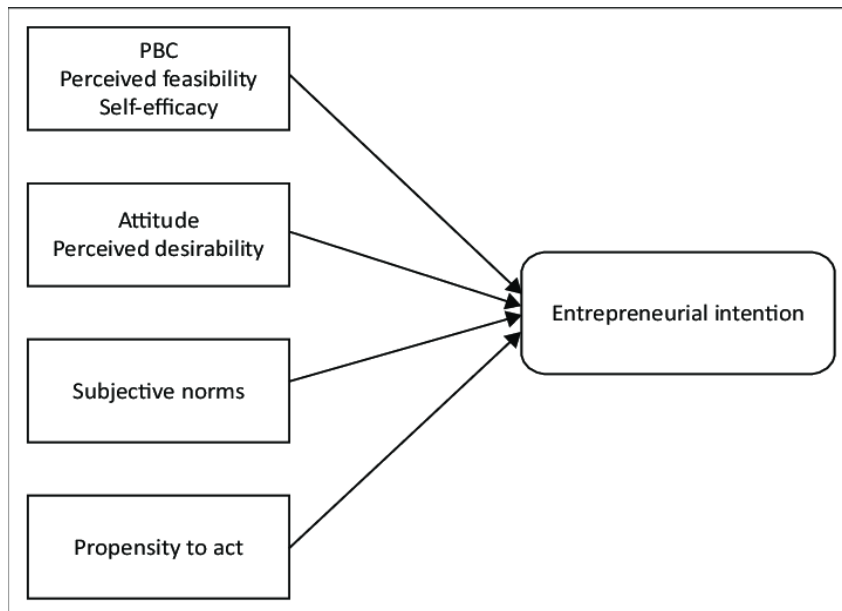
2.3.1 Entrepreneurial intention concept

According to (Eagly & Chaiken, 1993), intention refers to "the motivation of a person oriented towards his plan to exert an effort to perform a behavior". As for Ajzen (1991), The intention represents the willingness to try and the effort that an individual is willing to make to behave in a certain way. It is a state of mind that guides the behavior of individuals. the Intention is the bridge between mental logic and action . For Gribaa (2013), the stronger the intention to engage in a behavior, the more likely its achievement is going to be. While for Fayolle (2002), entrepreneurial intention refers to a propensity to undertake. Whereas Ajzen (1991) defines intention as an indicator of the intensity of the willingness to try and the effort that an individual is willing to make to behave in a certain way. It is a state of mind that guides the behavior of individuals. which is in the entrepreneurial context the action of creating business.

In what follows, we expose the main theoretical frameworks in line with the process approach, which modeling the entrepreneurial intention.

2.3.2 The model of planned behavior theory

The Theory of Planned Behavior TPB is currently the most widely used theory to explain and predict human behavior. It was developed by Ajzen (1991; 2002) to overcome the limitations of the reasoned action theory jointly developed with Fishbein (1975), when dealing with partially controlled behaviors. The theory of planned behavior comprises three levels of analysis:

Figure 01: The theory of planned behavior Model (Ajzen, 1991)

Source: (Ajzen, 1991)

- First, behavior is jointly determined by intention and behavioral control; this last variable describes the individual's ability to control the process leading to the effective performance of the behavior Ajzen 1991, 2002; Conner and Armitage, 1998; Armitage and Conner, 2001; Trafimow et al., 2002. If the behavior in question is under the individual's control, the intention acts alone. In this case, it is the Theory of Reasoned Action³.
- Second, intention is determined by personal attitude toward behavior, social norm and perceived behavioral control. Personal attitude indicates the degree to which a person has a favorable or unfavorable assessment of a behavior.
The perceived social norm represents the actor's perception of what people important to him think about the performance of the action. It is supposed to assess the pressure exerted by an individual's social environment as a result of his decision to realise action or not . Perceived behavioral control indicates the control an individual has over performing an act.
- Third, the three preceding variables (attitude, social norm, behavioral control) are explained in accordance with: behavioral beliefs, normal

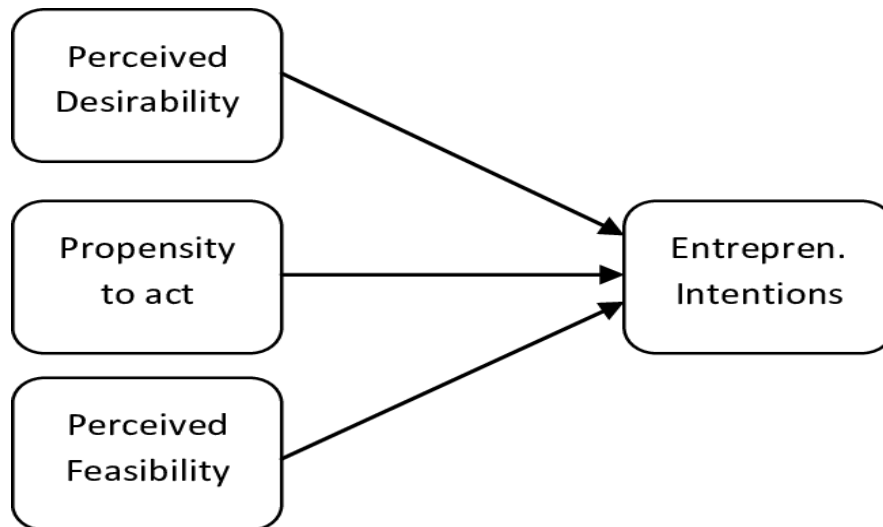
³ The theory of reasoned action has its origins in social psychology. The intention plays a central role in this theoretical model. According to this theory, an individual's behavior is highly dependent on their intention to adopt it.

beliefs and control beliefs Ajzen, 1991; Conner and Armitage, 1998; Armitage and Conner, 2001.

2.3.3 Entrepreneurial Event Model (Shapero And Sokol, 1982)

Moreover, another Model has emerged in the literature to explain the entrepreneurial phenomenon; This model has undergone a number of modifications, including those of Belley (1989) and Krueger (1993). which describes the explanatory factors for choosing an entrepreneurial career as an alternative to another professional path based on four dimensions:

Figure 02: Shapero & Sokol Model (1982)



Source:(Shapero & Sokol, 1982)

- Psychological factors or the propensity to act that confer predispositions to action;
- The factors of discontinuity; it is the precipitating events that trigger the act (negative or positive shifts or midway situations);
- Desirability factors. They indicate the degree of attractiveness of the entrepreneurial act;
- Feasibility factors measure the perceived accessibility to the economic and cognitive resources needed to start a business.

These four dimensions act simultaneously on the individual to trigger the act of entrepreneurship.

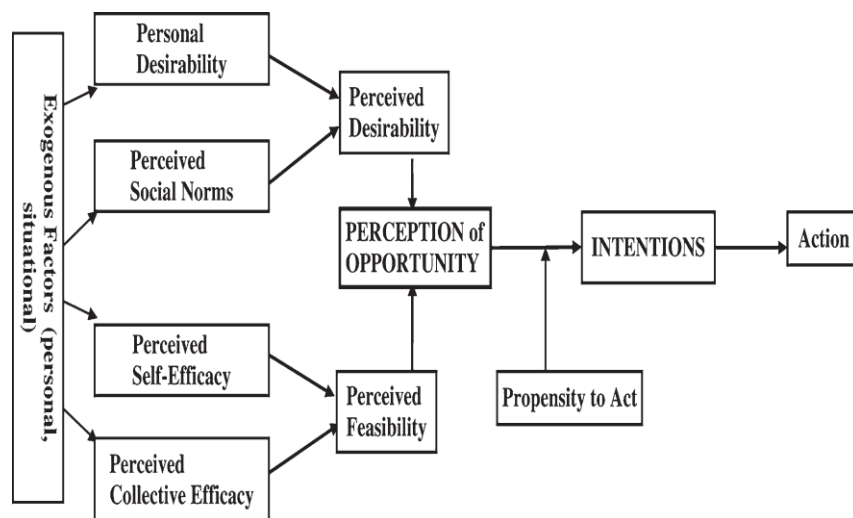
Shapero & Sokol, 1982 discuss the social dimensions of entrepreneurship and pose a paradigm that describes the formation of the entrepreneurial event. The paradigm focuses on the following question: How do group members, social and cultural environment affect the choice to become an entrepreneur? and suggests that the formation of the entrepreneurial event is the result of the interaction between situational and cultural factors.

2.3.4 The Combined model of Kruger

Despite the large number of studies conducted on entrepreneurial behavior, there is in fact only one model that has been so empirically tested that it can be considered reliable and useful, although it is not complete when looking at the causes that

people choose and continue to be entrepreneurs.. This model is called the Entrepreneurial intention Model and was developed by Krueger and his partners (see for example Krueger, 1993; Krueger & Brazeal, 1994; Krueger et al. 2000; Krueger, 2009) . The two combined models taken up by Krueger (1993). are widely known each in his field. These are Ajzen's planned behavior theory (1991) in social psychology and Shapero and Sokol's (1982) entrepreneurial event theory in entrepreneurship. Where the synergy between them . concretizes a better understanding of the formation of the EI, and this through the alliance of their variables (Krueger Jr & Brazeal, 1994); (Krueger Jr et al., 2000); (Schlaegel & Koenig, 2014). These connections were also brought to light by Krueger and Brazeal (1994); who advocate that the attitudes and social norms proposed in Ajzen's (1991) model refer to the concept of desirability of Shapero and Sokol (1982) and the perceptions of behavioral control come close to the concept of feasibility of Shapero and Sokol (1982)

Figure 03: Kruger Model (2009)



Source:(N. Krueger, 2009)

According to the work of Carsrud & Brännback(2009), the study of entrepreneurial intentions can only be understood in a theoretical framework where motivation, goals, and opportunity assessment are included. The Entrepreneurial Intent Model (Krueger, 1993; Krueger and Carsrud, 1993; Krueger and Brazeal, 1994; Krueger, 2000) does not include it ,thus still a limited framework. As Elfving(2009) mention that opportunity evaluation is not included in the initial entrepreneurial intentions model developed by Krueger and his colleagues (Krueger, 1993; Krueger and Carsrud, 1993; Krueger and Brazeal, 1994; Krueger, 2000). whereas in its latest model, kruger (2009) worked on it by adding the variable perception of opportunity as a significant variable to predict entrepreneurial intention . However, the understanding of the concept of "intention" relies essentially on the contributions

of the school of social psychology and on the contributions of research in entrepreneurship in order to predict the behavior of business creation.

3. Discussion and limitations of the research.

The business creation process is divided into four essential phases (Tounés, 2003), entrepreneurial intention remains the strongest because it remains the best predictor of future behavior Kolvereid, 1997; Krueger et al., 2000; Hernandez and Marco, 2006 state that not all intention results in action. In this case, the fore-mentioned research considers the entrepreneurial intention as constant and unchanged over time, which skews the basis of the research. As well as, conventional intention models find it quite enough to know whether, at the time of the survey, the respondent has or not an entrepreneurial intention one day. (Audet, 2004), in turn, states that the stability of entrepreneurial intention is not proven yet . He postulates that the longer the gap is between the formation of the intention and the act of entrepreneurship, the more there are chances that other circumstances alter the initial intention and invalidate the pre-established prediction. We can therefore say that an individual can have an entrepreneurial intention today, no longer tomorrow and find it again later. In addition, what one reproaches with the models of intentions is the fact of being surrounded in a purely psychological approach. The researchers ask individuals if they intend to start a business, leaving the intention dependent on purely subjective answers. Indeed, the statements on a psychological state at the instant "t" of the interviewees are the only signs used in an attempt to measure entrepreneurial intention. However, limit the way of thinking of entrepreneurial intention to mental states and / or beliefs; it is like saying that this entrepreneurial intention cannot exist only for one cause.

CONCLUSION

In conclusion, the entrepreneurial phenomenon is today a major issue for several countries through its capacity to trigger economic growth (Acs & Armington, 2003); employability, and innovation (P. Reynolds et al., 1994). Therefore, the exhaustive analysis of the concept of entrepreneurship requires taking into account not only the individuals who have made their projects a reality but also those who intend to realize it (N. F. Krueger & Carsrud, 1993), from where the interest accorded to the concept of entrepreneurial intention. Indeed, several researchers have been interested in this concept, which makes it transdisciplinary. Indeed, this state of the art makes it clear that intention can only be addressed in a process that takes into account personal and contextual factors. in a way, which cannot deny the existent consensus among researchers that the concept of intention is considered one of the best predictors of the entrepreneurial act.

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