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TÍTULO: Autoeficacia empresarial como mediador en la relación de la personalidad proactiva y la intención empresarial. Evidencia de titulados universitarios.

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RESUMEN: El objetivo del estudio es examinar la relación entre la personalidad proactiva y la intención empresarial a través de la autoeficacia empresarial con el uso de un modelo de mediación simple. La población es los estudiantes de último año de la carrera de Administración de Empresas en universidades públicas de la provincia de Pakistán. El muestreo es por conveniencia y cuestionario con escalas tipo Likert. Las hipótesis se prueban con la correlación de Pearson y el modelo PROCESS 4 para el análisis de mediación. Los resultados revelaron que la personalidad proactiva está significativamente relacionada positivamente con la intención empresarial y la autoeficacia empresarial, mientras que la autoeficacia empresarial media parcialmente la relación entre la personalidad proactiva y la intención empresarial.

PALABRAS CLAVES: intención empresarial, personalidad proactiva, autoeficacia empresarial, mediación, estudiantes universitarios.

TITLE: Entrepreneurial self-efficacy as a mediator in the relationship of proactive personality and entrepreneurial intention. Evidence from varsities graduates.

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ABSTRACT: The objective of present study is to examine the relationship between proactive personality and entrepreneurial intention directly as well as indirectly through a mediator, entrepreneurial self-efficacy by using simple mediation model for the constructs. The population is final year students enrolled in business administration programs in public sector universities of Pakistan province. convenience sampling technique and an adopted questionnaire having Likert type scales are used. Hypotheses are tested using Pearson correlation and PROCESS model 4 by Preacher & Hayes (2013) used for mediation analysis. Results revealed that proactive personality is significantly positively related to entrepreneurial intention and entrepreneurial self-efficacy whereas entrepreneurial self-efficacy also partially mediates the relationship between proactive personality and entrepreneurial intention.

KEY WORDS: entrepreneurial intention, proactive personality, entrepreneurial self-efficacy, mediation, university students.

INTRODUCTION.

Entrepreneurship is getting attention of researchers as far as the age of globalization has been started as by entrepreneurial activities job opportunities are provided and hence unemployment ratio in the society is reduced (Hyder,Azhar, Javaid&Rehman 2011).

Entrepreneurship is found significantly important for prosperous and healthy economy by Nafukhu & Muvia (2010); however, in Pakistan, entrepreneurship remained limited regardless of such global importance. And this happened because of regular ignorance of this sector by government as well as by policy makers in past (Haque, 2007). This approach towards entrepreneurship affected the entrepreneurial intention and behavior of people in Pakistan which is recorded only 24.5 by Global Entrepreneurship Monitor (GEM, 2011) whereas according to GUESS (2011), student's intention towards their own venture creation in Pakistan is at the lowest level.

Entrepreneurship is a procedure of coordinating opportunities, resources and individuals. Opportunity recognition is the initial phase in entrepreneurship and this procedure is no doubt an intended.

People are diverse by inheritance, ecologically and socially to each other, because of this distinction their priorities are likewise varied. Same people show different attitudes towards different objects of likes and dislikes. Because of these feelings, some people are attracted to some things while the same people are distracted to some other things and vice versa (Delmar & Davidson, 2000). This inspiration and demotivation about items, issue, emotions, beliefs and other verbal and nonverbal expression referred as intention which may be negative or may be positive (Birds, 1989).

Entrepreneurial intention has proven being an essential indicator of future entrepreneurial behavior (Krueger Reilly & Carsrud, 2000). Krueger et al. (2000) characterize entrepreneurial intention as it is a decision to establish a new business that is planned as opposed to being adapted. S.Wu, &L.Wu (2008) says that entrepreneurial intention refers to establish a new business or new idea within existing set up. Henceforth, the idea of entrepreneurship is flexible and use in a broadcontexts and the determinantsinfluencing entrepreneurial intention are extensive fields such associology (Weber, 1930), economics (Schumpeter, 1934), and psychology (McClelland, 1961).

Proactive personality has been perceived as one of the vital determinant of entrepreneurial intention. Proactive individuals exhibit proactive behavior, for example, assuming responsibility (Morrison &Phelps, 1999), personally taking first step to avail opportunity (Frese, Kring, Soose&Zempel, 1996), and flexible job orientation (Parker, Wall and Jackson, 1997).

Self-efficacy construct has been introduced by Bandura (1986) as one's assessment of capacity to carry out an activity. Lee, Chang & Lim (2005) characterized entrepreneurial self-efficacy with regards to entrepreneurship as the quality of a man's conviction that he or she is prepared to do effectively playing out the different parts and assignments of entrepreneurship.

In recent times, Pakistan has been a center of glimmer news all through the world. What's more, sadly, not for all the good reasons. Because of all these Pakistani economy has suffered a lot. Social disasters like unemployment have taken its underlying foundations. However, now that all that has happened, we are looking forward towards a way to recover. Entrepreneurin Pakistan can be a key for this. An entrepreneurmakes employments, sets arrangements for a thriving economy, not at all like a person who is job seeker and like a burden over economy. Also on other hand, government should understand that no one but entrepreneur can help it to develop at the favored rate. The government should outline its policies to advance maturing entrepreneur.

The following questions give insight to researcher to take this topic for present investigation:

RQ1. Is there any association of proactive personality with entrepreneurial intention of university students?

RQ2. Is there any relationship of proactive personality with entrepreneurial self-efficacy of university students?

RQ3. Is there any relationship between entrepreneurial self-efficacy and entrepreneurial intention of university students?

RQ4. Is entrepreneurial self-efficacy mediate the relationship between proactive personality and entrepreneurial intention of university students?

Research Objectives.

To make study logical and methodical, the researcher frames the following objectives:

- 1. To verify the relationship between proactive personality and entrepreneurial intention among university students.
- 2. To verify the relationship between proactive personality and entrepreneurial self-efficacy among university students.
- 3. To verify the relationship between entrepreneurial self-efficacy and entrepreneurial intention among university students.
- 4. To verify either entrepreneurial self-efficacy mediates the effect of proactive personality on entrepreneurial intention among university students.

DEVELOPMENT.

Proactive personality and Entrepreneurial intention.

With a specific end goal to exploit an available opportunity, a man should first perceive an opportunity and after that making plan to avail that opportunity (Ardichvili, Cardozo & Ray, 2003). The importance of proactivity in opportunity detection was properlyrepresented by Bateman & Crant (1999): "Proaction includes making alteration rather than simply expecting it. It doesn't just include the essential qualities of adaptability and versatility toward a doubtful future. Proactivity is to step up with regards to improving business. On other side, individuals having behavior not proactive sitting a side, give chance to other people to get things going on and just wait inactively and expecting for changing conditions itself (Bateman et al., 1999).

Proactive conduct involves anactive approach toward profession (Parker, 2000). It envelops behaviors; for example, assuming responsibility (Morrison et al., 1999) and individual inventiveness (Frese et al., 1996) and is nearly connected with adaptable part orientation (Parker et al., 1997). Proactivity have effects on individual (means micro) level; for example, employment execution (Crant, 2000), response (Vande Walle & Cummings, 1997), professions (Claes & Quintanilla, 1998), newly entered adjustment (Chan & Schmitt, 2000) and leadership (Bateman, & Crant2000).

In particular, not all people see opportunity in a similar domain, and even among the individuals who see an opportunity, each one exploit it. We trust that people having proactive personalities are extra probable than individuals having low level of proactivity to avail opportunity once perceived. Theoretically here is a solid match linking the two develops Proactive Personality (PP) and Entrepreneurial Intention (EI).

Krueger and Carsrud (1993) encouraged analysts to think about "tendency to act" in studies investigating the reasons behind individuals progress toward becoming entrepreneur; "tendencyto act" has theoretical resemblance with proactive personality. Also, Seibert, Kraimer & Crant, (2001) identified that PP was positively connected with novelty in the employment – actualizing fresh thoughts and schedules at occupation.

Xiaolin & Ye (2016) investigated the relationship of proactive personality with entrepreneurial intention by taking a sample of full time mothers. The reason behind taking this sample was considered as due to increasing usage of internet and e-commerce, some full time mothers opened online businesses and got successfully positive feedback. In the results, it was concluded that not all full time mothers are suitable for starting their own ventures but dependson availability of proactive personality towards entrepreneurship.

Recently, a study was conducted by Hu, Wang, Zhang & Bin (2018) to examine the cause and effect relationship of creativity, proactive personality and entrepreneurial intention with the role of entrepreneurial alertness as a mediator. Target sample was comprising of undergraduate students enrolled in different universities of China. Findings revealed a significant positive relationship between proactive personality and entrepreneurial intention among university students in their study.Researcher hence hypothesizes:

H1: Proactive personality is positively associated with entrepreneurial intention.

Proactive Personality and Entrepreneurial Self-Efficacy.

Proactive personality ought to positively impact self-efficacy through execution achievement mechanism of social learning theory and perceived feasibility mechanism SEE and TPB. Earlier research exhibited that people with high proactive personality will probably seize opportunities, exploit them, and create important changes toward the environment (Fuller & Marler, 2009).

Parker & Collins, (2010) projected a model of a proactive inspiration procedure and antecedent, which exhibits that proactive personality directionally, affects self–efficacy. In addition, study has additionally demonstrated a comparable instrument of the connection of proactive personality to self–efficacy, which further expounded on (Wu & Parker 2011). Crant (2000) showed proactive personality is a constant dispositional quality over a scope of exercises and conditions in common. Likewise, this attribute could be confined in variety of fields.

Self-efficacy increases a person's feelings of control and person's apparent probability of achievement (Morrison et al. 1999), in this way self-efficacy is critical to a proactive personality. Barling& Beattie (1983) recommended that assignment-related self-efficacy might improve people's effort and tirelessness, consequently expanding their odds of accomplishing difficult assignments. This type of self-efficacy would build person's consent to conquer barriers and

toguide to further difficult objectives (Locke &Latham 1990), and resulting in a restored determination (Lent, Brown & Larkin, 1987); these all are basic for making ecological alteration. This is why, students have been undifferentiated from skill, this may clarify several of them who possess positively convictions to their academic abilities perform surprisingly in their educational fields (Gafoor& Ashraf, 2012).

Comparably, proactive people ought to likewise have high perceived feasibility recognition toward entrepreneurship. Since the occupation of entrepreneurship expects one to distinguish, execute, and exploit opportunities to achieve changes, this precisely coordinates with the character of a proactive person who appreciates indicating activity to see opportunity and change the environment. Proactive people ought to accordingly see the employment of entrepreneurship as profoundly achievable in light of the fact that their capacities fit the necessities of this occupation. Due to above reasons, researcher derived following hypothesis:

H2: Proactive personality is positively associated with entrepreneurial self-efficacy.

Entrepreneurial Self-Efficacy and Entrepreneurial Intention.

Self-efficacy reflects individual's confidence in individual's talent to effectively play out an intended act and achieve individual's objectives; further, it frames a motivational factor that impacts processes, for example, emotional and psychological procedures and work of aptitudes (BarNir, Watson & Hutchins, 2011). High-efficacy conviction with respect to execution in a particular situation makes an individual to move toward that situation, while low efficacy makes one stay away from that situation (Zhao, Sebert & Hills, 2005).

Entrepreneurial self-efficacy may be define as individual's confidence in his or her ability to execute entrepreneurship related roles and responsibilities (Chen et al., 1998) and look into findingsyield strengthen for the positive association between entrepreneurial self-efficacy and entrepreneurial

intention (BarNir et al, 2011). Boyd & Vozikis (1994) argued that entrepreneurial self-efficacy is an essential informative variable in deciding entrepreneurial intention. Krueger &Brazeal (1994) contended that entrepreneurial self-efficacy is a main prerequisite of turning into a potential entrepreneur.

Chen, Geene & Crick (1998) condensed two causes why entrepreneurial self-efficacy impacts entrepreneurial intention: (1) "the same entrepreneurial circumstances might be evaluated as loaded with opportunities by persons having high level of ESE while the same circumstances would be consider as full of expenditures and hazards by persons having low level of ESE, (2) "in spite of the possibility that person sees an identical reality full of uncertainties, hazards, and difficulties, individuals having high level of ESE would believe more skilled to control that reality than individuals having low level of ESE". In this way, exceptionally highly efficacious people see a low probability of disappointment and are probably going to relate testing conditions to rewards, while low efficacious people are probably going to harbor pictures of disappointments (Chen et al., 1998). A meta-investigation by Schlaegel& Koenig (2014) found a positive connection of entrepreneurial self-efficacy to entrepreneurial intention.So in the light of above findings researcher derived following hypothesis:

H3: Entrepreneurial self-efficacy is positively associated with entrepreneurial intention.

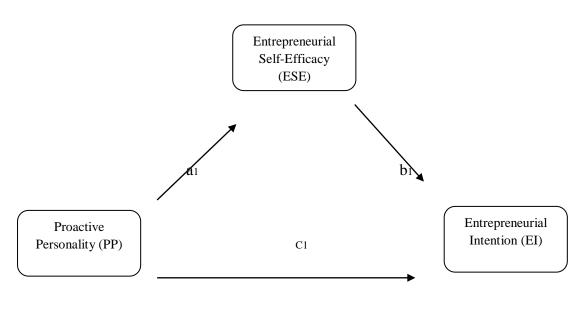
Proactive Personality, Entrepreneurial Self-Efficacy and Entrepreneurial Intention.

There are plenty of studies confirming relationship of self-efficacy with entrepreneurial intention, mostly individuals having high level of self-efficacy are more attracted to entrepreneurship phenomena and hence have higher level of entrepreneurial intention(Kruegeret al., 2000). Krueger & Dickson (1994) demonstrated that an expansion in perceived self-efficacy will ultimately increase risk taking tendency because of the way of recognition of threats and opportunities.

Besides, in a fascinating research, Markman, Gianiodis, Phan & Balkin (2002) concluded, that in high innovation enterprises, originators having high level of self-efficacy select to utilize their creations by introducing new ventures, while originators having low level of self-efficacy want to perform for traditional organizations. This outcome infers that apparentself-efficacy helps in investigating new chances and establishing new businesses.

Proactive Personality is related with seeing opportunities and availing these opportunities. Hence, all this discussion recommends that Self-efficacy is an indicator of entrepreneurship as well as Proactive Personality. Researcher hypothesizes that despite the fact that Proactive Personality predicts Entrepreneurial Intention, yet this relationship is incredibly influenced by Self-efficacy. Furthermore, we foresee that at various levels of SE, Proactive Personality might possibly anticipate Entrepreneurial Intention. For instance, we trust that proactive individuals will probably move toward becoming entrepreneuras they are exceedingly sure that they will have the capacity to do as such and vice versa, if ESE is low (Travis & Freeman, 2017). Additionally, there is a Baron and Kenny's (1986) well known model of mediation which explains how a third variable (in present study ESE) give better insight really in the relationship of independent variable to dependent variable. Therefore, and as according to Zhao et al. (2005) finding that ESE mediated several variables' effect on Entrepreneurial Intention, researcher hypothesizes:

H4: Entrepreneurial self-efficacy mediates the connection of proactive personality with entrepreneurial intention.



C1`

Figure 1: Conceptual Framework.

Methodology.

Sample and Procedure.

Final year students of business administration program enrolled at various public sector universities of KP (A province of Pakistan) were surveyed. Reason behind selecting this group is that as they are near to complete their studies and are genuinely thinking about their professional career.

As the target population of present study is homogeneous, a non-probability and convenient sampling technique is adopted in present study. Convenient sampling technique is commonly used for homogeneous population where one respondent is most like to another respondent. Respondents were chosen based on their convenient accessibility and easy availability. Although, the use of convenient sampling have significant advantages however this technique have also some limitations like uncertainty in generalization, sampling error and selection bias. Considering these limitations, homogeneous groups were focused inside the sample. Like as, questionnaire were distributed during lectures where students with large quantity in same course and same phase of course were available.

An introductory statement about researcher was provided at the beginning of survey questionnaire. Questionnaire was designed as having two main portions. First portion was about respondent personal information whereas second portion contained questions about proactive personality, entrepreneurial self-efficacy and entrepreneurial intention. Four hundreds (400) sets of questionnaire were administerd in which 352 were received back yielding the response rate of 88%.

Measures.

Proactive personality construct is measured via questionnaire designed by Bateman & Crant (1993) as from since used by various researchers (Seibert et al. (1999), Prabhu, et al., 2011) to measure proactive personality construct. Entrepreneurial self-efficacy construct is measured through questionnaire designed by Scherer et al. (1989) also used by Pihie et al. (2013). Entrepreneurial intention is measured by questionnaire developed by Liñán and Chen (2009).

Results and analysis.

For testing hypothesized model, firstly relaibility coeffecients were computed for confirming reliability level of scales. Secondly, descriptive anlaysis comprising means and standard deviation values were generated. Thirdly, correlation matrix was generated using pearson correlation test to ascertain the relationship among study variables and finally mediation analysis is conducted for testing mediating role of mediating variable by using PROCESS macros by Hayes (2013). Once the required raw data has been collected successfully, next step is data analysis.

Data analysis is providing reasons for understanding, clearing and interpreting of the data collected through questionnaires (Zikmund et al., 2010). The selection behind these various statistical tools is actually based on the research questions formulated for the present study. SPSS version 21 is used for conduct of data analysis.

No.	Construct	No. of items	α
1.	Proactive personality (PP)	17	0.83
2.	Entrepreneurial self-efficacy (ESE)	5	0.75
3.	Entrepreneurial intention (EI)	6	0.88
	Overall	28	0.87

Table1: Summary of Scale Reliability coefficient.

The above table shows reliability results for the constructs of present study which ranges between 0.75 and 0.88 and is greater than the minimum value of " α " which is 0.7 (Nunnally, 1978).

Descriptive and Correlation Analysis.

Descriptive comprising mean and standard deviations along with correlation coefficients can be seen in the table 2.

Variables	Mean	SD	PP	ESE	EI	
PP	3.87	0.59	1			
ESE	3.80	0.62	.380*	1		
EI	3.93	0.76	.609*	.335*	1	
*Correlation is significant at the 0.05 level (1-tailed), N=352, PP=proactive						
persomality,ESE=entrepreneurial self-efficacy, EI=entrepreneurial intention						

Table 2: Summary of Correlation Co-efficient.

Table 2 shows that the coefficient between Proactive Personality and Entrepreneurial Intention is 0.609 with p-value 0.000 <0.05. This correlation coefficient result indicates that there is a significant positive association of proactive personality with entrepreneurial intention, hence H1 is accepted.

Second relationship researcher is going to confirm in present study is between Proactive Personality and Entrepreneurial Self-efficacy. Table 2 indicates that the correlation coefficient between these two constructs is 0.380 with having p-value 0.000< 0.05 which means that Proactive Personality is significantly positively related with entrepreneurial self-efficacy, hence H2 is accepted.

H3 was derived to check the relationship between Entrepreneurial Self-Efficacy and Entrepreneurial Intention.

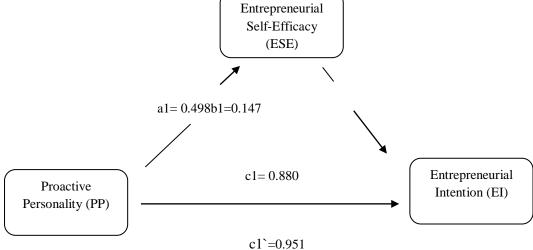
Results in table 2 shows that the correlation coefficient between Entrepreneurial Self-efficacy and Entrepreneurial Intention is 0.335 with p-value 0.000 < 0.05 which confirming the significant positive relationship between Entrepreneurial Self-Efficacy and Entrepreneurial Intention, hence H3 is accepted.

Mediation Analysis.

PROCESS macro developed by Hayes (2013) is employed to perform mediation regression analysis to explore the results for mediation related hypothesis developed for the present study. Reason behind choosing statistical mediation methods designed by Hayes (2013) over methods proposed by other like Baron & Kenny (1986) is that these models can test indirect effect without the conditions (1) of direct effect of predictor variable on criterion, in this manner lessening Type II error, and, (2) the data normality distribution assumptionin the situation of checking indirect effect.

With respect to last mentioned, bootstrapping (Hayes, 2013), a method that produces bias-corrected confidence intervals, is used with both single and serial (multiple) mediation models assess the indirecteffect of the predictors on criterion, working through mediators (Hayes, 2013; Preacher and Hayes, 2008a; 2008b).

As in present study single mediator is involved hence this mediation analysis is called as simple mediation analysis. To check simple mediation hypothesis PROCESS model 4 by Hayes (2012) is used.



Above model is considering entrepreneurial self-efficacy as a mediator between proactive personality and entrepreneurial intention. Results revealed are shown in the following table 3.

Proactive Personality (PP) n=352										
Model Summary										
R	R-sq	SI	E I		2	Df1	L	Df2	р	
.6095	.3715	.36	93	206.8	3464	1.0000		350.00	0000.	
Path			Coefficient			<i>p</i> value				
PP→ESE (a1)			.4980			.0000				
ESE→EI (b1)				.1437			.0083			
$PP \rightarrow EI(c1)$.8803			.0000				
$PP \rightarrow ESE \rightarrow EI (c1)$.9519			.0000				
		Effect		95CI						
						LLCI		ULCI		
Total			.9519			.8217		1.0820		
Direct			.8803			.7408		1.0198		
Indirect			.0716			.0202		.1453		
Sobel test or normal theory test for indirect effect										
Effe	ct		SE		Z			р		
.071	6	.0	0287			2.4895			.0128	

PP=proactive personality, ESE=entrepreneurial self-efficacy, EI=entrepreneurial intention, CI=Confidence Interval, LL=Lower Limit, UL=Upper Limit.

Results in the following 3 shows that the whole model testing the relationship of Proactive Personality with Entrepreneurial Intention is significant (F=206.84, p=0.00<0.05) and explained a significant amount of variance in Entrepreneurial Intention (R^2 =0.37). Simple mediation model results shows that Proactive Personality is significantly positively related to Entrepreneurial Self-Efficacy (a1=0.498,p=0.000<0.05) as well as to Entrepreneurial Intention (c1=0.880,p=0.008<0.05). Furthermore, Entrepreneurial Self-Efficacy is significantly positively associated with Entrepreneurial Intention (b1=0.147, p=0.000<0.05).

The effect of Proactive Personality related to Entrepreneurial Intention after adding the mediating effect of Entrepreneurial Self-Efficacy is also positively significant ($c_1=0.951$, p=0.000<0.05). Additionally, results also show the total effect (0.951,95% CI [0.821,1.082]), the direct effect (0.880, 95% CI [0.740,1.019]) and indirect effect (0.071, 95% CI [0.020,0.145]) of Proactive Personality on Entrepreneurial Intention.

For the determination of the presence of significance indirect effect, the upper and lower confidence intervals (CIs) must not contain zero. Present study results also don't contain zero and hence mediation is occurring which is also confirmed by Sobel test (Se= .0287, Z= 2.489, p= 0.012<0.05) significant results. However, as both the path c (c1=0.880, p=0.000<0.05) and c(c1=0.951, p=0.000<0.05) are significant which indicates a partially mediating role of entrepreneurial self-efficacy in the connection of proactive personality with entrepreneurial intention, hence H4 is partially accepted.

Discussion.

In present study, the factors affecting entrepreneurial intention namely proactive personality and entrepreneurial self-efficacy are focused. A sample of final year business students enrolled in various public sector universities of KP (a province of Pakistan) was aimed. The objectives of present study were to investigate (1) the relationship between proactive personality and entrepreneurial intention among university students; (2) the relationship between proactive personality and entrepreneurial self-efficacy among university students; (3) the relationship between entrepreneurial self-efficacy and entrepreneurial intention among university students, and (4) either entrepreneurial self-efficacy mediates the effect of proactive personality on entrepreneurial intention among university students.

Results confirmed the significant positive relationship of proactive personality with entrepreneurial intention which is in line with the results obtained by Hu et al. (2018) and Xiaolin & Ye (2016) who investigated the relationship between Proactive Personality and Entrepreneurial Intention with the moderating effect of Employment status and Students Level and found a significant positive relationship between proactive personality and entrepreneurial intention.

Proactive personality also found positively significant with Entrepreneurial self-efficacy which is in line with the results obtained by Wu & Parker (2011). Results also revealed a significant positive relationship between entrepreneurial self-efficacy and entrepreneurial intention among university students which are in line with the findings of Travis & Freeman (2017). Hence, hypothesis 1(H1) to hypothesis 3(H3) all are accepted.

Hypothesis 4 in present study states that entrepreneurial self-efficacy mediates the relationship between proactive personality and entrepreneurial intention. Results revealed that entrepreneurial self-efficacy partially mediates the relationship between proactive personality and entrepreneurial intention among university students (Miao, 2015).

CONCLUSIONS.

Core concept of current study was to investigate the drivers of entrepreneurial intention namely as Proactive personality and Entrepreneurial self-efficacy among university students. Moreover, the mediating role of entrepreneurial self-efficacy between proactive personality and entrepreneurial intention was also under consideration.

Based on the findings, it is concluded that proactive personality and entrepreneurial self efficacy both are important attributes of student, which infuse the feeling of entrepreneurial intention among them. Also results revealed that Proactive personality significantly positive correlates with Entrepreneurial self-efficacy hence in turn Entrepreneurial self-efficacy mediate the relationship between Proactive personality and Entrepreneurial intention among university students however the mediation is of partial nature.

Future directions.

Future researchers can add to this body of knowledge by enhancing new variables in this mediational relationship and finding new indications of entrepreneurial intention. Moreover, Preacher and Hayes (2008) discovered some new paths for investigating indirect effects by adding multiple correlated mediators so It may be more interesting by adding new mediators in the Proactive personality and Entrepreneurial intention relationship that may not as highly correlated.

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