ROLE MODELS' EFFECT ON STUDENTS ENTREPRENEURIAL INTENTION

Abstract:
Entrepreneurship is affecting economic growth worldwide. In a time of economical crises the creation of new ventures would be an ideal solution. Understanding entrepreneurship's importance and positive contribution to the economy of a country, it is significant studies to be undertaken in order to boost the development of entrepreneurship. Thus, in focus must be factors that alter students' behavior and their career decision to become entrepreneurs. Many highlight that role model consist to be among the most important factors that alter entrepreneurial intention.

This study aims to analyze the family role in the decision of students to follow entrepreneurial career path and the influence it has on the intent of the Albanian youth entrepreneurs. The purpose is to assess the role of the family in determining the preference of students to become entrepreneurs. To observe this relation we have studied the case of 434 Albanian students majored in business across the country. The findings suggest that students who have been exposed to entrepreneurial role of families show high intention to become entrepreneurs compared with those who lack this role model. A positive correlation between students exposed to entrepreneurial model within the family and their entrepreneurial intent exists. As a result many suggestions for the education system and policy makers in Albania are proposed.

Suggestions drive the attention to education. They reinforce that education can expose students to entrepreneurial role models. It has a very important impact not only to provide students with the skills and knowledge needed for entrepreneurship but also to create confidence and implement new business models. The challenge of education system is that it can influence entrepreneurial intent to young students. As for in terms of role models where such a model is missing in the family, education can provide it successfully.

Keywords:
Entrepreneurship, young entrepreneurs, role model, family, Albanian students, education.

JEL Classification: M20, A00, I25