

# **IMPACT OF CREATIVITY ON ENTREPRENEURIAL INTENTIONS THROUGH SELF-EFFICACY**

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## **1. Introduction**

Recently, trends have been changed in economy and business from activities based on knowledge of entrepreneurship, innovation, imagination, and creativity (Oke, Munshi, & Walumbwa, 2009). Technology and globalization fasten the pace of market and increases the opportunities in businesses; however, there is more competition in the market with a number of competitors (McMullen & Shepherd, 2006). The opportunities, which are available in the market, entrepreneurs through their creativity differentiate their company from other competitors and ultimately get a competitive advantage. Through this, not only the organization will generate revenue but also positively affect the society and the community, moreover, it provides the foreground of business growth and innovation (Becherer, Mendenhall, & Eickhoff, 2008). All organizations whether they are big or small, entrepreneurship arise in any size and type of companies in the market. Entrepreneurship is a way of generating importance for social communities

and businesses through the arrangement of unique private and public resources to use cultural, social and economic opportunities in the changing environment (Segal, Borgia, & Schoenfeld, 2005).

The concept of creativity has been under the consideration of many authors and researchers but everyone defines creativity in ones' own way (Ford & Harris, 1992). However, the majority of the studies viewed the concept of creativity that is focused on the formation and emergence of new products and ideas in the market which is useful for society yet differentiates itself with other products and ideas in the market (Petrowski, 2000). Subsequently, under the context of entrepreneurship, there must be the connection between profitability and innovation in social and monetary terms. The major distinction of entrepreneur from others is that they focus on the internal capabilities and capacities while searching and analyzing the solutions (Hunter, Bedell, & Mumford, 2007).

Under the current situation, every organization in the market is facing problems in getting the differentiation and competitive advantage. Historically, as we discussed above that the there is no central definition or concept in defining the creativity. Under this study, we will analyze the creativity as a determinant of entrepreneurial intention via self-efficacy as an alternative mechanism. This topic is selected to provide the significant contribution in literature because according to the limited knowledge and research of the author, very limited studies have been done in which creativity is directly linked with entrepreneurial intentions through mediating role of self-efficacy in the organization. These factors will explore and critically analyze that how creativity contributes to practices of entrepreneurship, which are successful. This study will show and explore the different models of creativity in entrepreneurial intentions.

Through creativity, competitive advantage can be achieved in the changing conditions of the market by exploiting the opportunities Creativity is widely studied by different scholars as an antecedent of multiple variables (BarNir, Watson, & Hutchins, 2011). Creativity is an ability/phenomenon from which anything new and valuable can be made. Entrepreneurial Intention is a process in business is identified and started by organizing and sourcing it by taking the rewards and risks associated with the ventures. Self-efficacy is ability or our inner belief to achieve a goal or accomplish any objective (Blumenthal, 1980). Pro-activeness, risk-taking, and

innovation are the three core dimensions of entrepreneurial intention (Zhou & George, 2001). Firstly, innovation is linked with the searching of opportunities, which are not exploited by any other in the market. Innovation can also be described as a way of generating the revenue through differentiation, which has not been used by any other person in the market before (Isaksen & Puccio, 1988). Novelty alone along with creating a new idea is the base of innovation and success of concept in the market. Secondly, risk-taking is a way in which innovation is entrenched in the community, society or organization in the market. Risk taking is also referred to the interest of investors in investment or providing resources, which are invested in the idea generated by an entrepreneur in the market (Isaksen & Puccio, 1988). Thirdly, pro-activeness is linked with the implementation of things and ideas through breaking the traditional ways of business and start-up strategies via adaptability and perseverance (Baum & Locke, 2004).

The study has importance due to the linkage with the factors of getting a competitive advantage with the behaviors of entrepreneurs. The topic that is under the discussion is not studied for the specific business environment; perhaps, this study will explore the effects and consequences on the entrepreneurs and stakeholders of the organization. There are different variables that can assess and explore creativity but the entrepreneurial intention is the variable, which has the impact on all of the strategic approach needed by an enterprise for market differentiation. Previous studies analyzed entrepreneurial intentions with different determinants but in this study, researchers are focusing on the relationship between creativity and entrepreneurial intentions. This research study will specifically discuss the primary insights into the accelerating concept of creativity and entrepreneurial intentions through self-efficacy.

This study is a primary effort in its nature because many studies have been done on the concepts of creativity and entrepreneurship; very limited work has been done to explore the process. This study will focus on the ways that creativity, through self-efficacy influences entrepreneurial intentions of the individuals. Furthermore, this study will focus on how creativity influences the society through the decisions of entrepreneurs in the market regarding their organization.

## 2. Literature Review

Creativity has been defined by many authors, but there is still no specific and universal definition of this concept. Integration of our intuition with the logical side by identifying the actual potential is creativity (Young, 1985). Creativity is not only the generation of a new idea; it can be the continuation of existing idea. Creativity is a deliberate and modifiable way that is present in every human up to certain level (Ford & Harris, 1992). The things are done in a non-routine and imaginative way to earn the profit and make the company profitable is creativity (Fillis & Rentschler, 2006). Usage of modern techniques, which are not being used by the persons/individuals in the market, is creativity. There is still need to explore the concept of creativity and the impact of creativity on entrepreneurial Intention to improve the understanding of these concepts. Creativity is emerged in the individuals due to their interaction with specific situations happen or occurred in the environment (Hunter, Bedell, & Mumford, 2007)

Due to the diversified research on creativity, this concept has become complex in its nature. Creativity is not only studied in business and marketing but they are also discussed and explored in the field of learning and teaching also. Mainly, the creativity is studied and explored heavily in the fields of contextual studies, biology, historiometric, cognitive psychology and psychometrics (Petrowski, 2000). Creativity has gained significant importance in society and our lives. However, the concept of creativity has been neglected by many scholars and researchers as considering this concept to the spiritual aspect of human psyche via the inclusion of mystical phenomenon. Blumenthal (1980) put the light on the behaviorism, functionalism and structuralism, which had been studied by in the psychology schools in the early of twentieth century, ignored the concept of creativity, meanwhile, proponents of creativity promoted the concept of creativity and creative thinking without testing the thoughts and put explanations and theories based on their perceptive thoughts. Due to the importance and significance of creativity in the society, it has been studied by many researchers specifically and contributing to the Creativity, research journal, and journal of creative behavior (Blumenthal, 1980).

However, extensive study has been done for the conception of entrepreneurship for clear and better understanding. Different authors adopted different approaches and methods to cover the concept of entrepreneurship according to their thoughts and analysis (Becherer, Mendenhall, & Eickhoff, 2008). The core of entrepreneurship is an

entrepreneur. Through the entrepreneurial process, entrepreneur unnerves the equilibrium of economy through the creative imagination and innovation. An entrepreneur is a force who takes an opportune moment and exploits it positively through innovation and motivation (McMullen & Shepherd, 2006).

Self-efficacy is also studied by the many researchers to explore its significance with entrepreneurship because of its relevance. Self-efficacy is based on social cognitive theory (Bandura, 2006).

Creativity moves around the anticipated response to the market that might persuade low or high occurrence of creative behavior (Lee, Florida, & Acs, 2004). Creative intensity is the shows the mix outcome of frequency and the degree of creative conduct at social, organizational or individual levels (Ward, 2004). Creativity at individual level results in the getting the differentiation and competitive advantage in the environment of organization, however, several creative minds in the organizations take this differentiation in the market over a longer interval of time. Now days, creativity is the central and crux of the success in any organization in the market (Hamidi, Wennberg, & Berglund, 2008).

## **2.1 Creativity and Entrepreneurial Intentions**

Creativity is the capability of the artist to produce the work that is original, novel and unexpected along with the qualities of usefulness, appropriate and adaptive relating to the task hurdles. Most often, the new and initiated businesses are unique and useful but it is argued by them that the creativity can only be linked to entrepreneurship when the act or task of creativity is involved in it. Creativity is a concept of daily life that is involved in every perspective of life but unfortunately, it is also the least understood concept being abstractive in nature (Amabile, 1996). The research work and the elaboration of the idea of creativity are mostly enhanced by researchers rather than it is made understandable. The researchers emphasized on its improvement instead of making it understandable to the readers. There is a failure to see the concept of creativity in a broader and keen perspective (Hunter, Bedell, & Mumford, 2007). The creativity has two forms in which it shows its activity. The first is the creative problem solving ability and the second is the creative performance. The study here will try to explain the facts that will relate the creativity to the entrepreneur in the organization, as it is perceived by a common person. The act that is done persuasively by the person is not included in the concept of creativity as the creativity is the natural thing and

it comes out without any prior planning. The concept of intentional act by entrepreneur cannot be included in the creativity and it fails the understanding of the creativity (Hamidi, Wennberg, & Berglund, 2008). The act of solving a problem in a creative manner is not included in the creativity rather than it is included in the creative performance of an individual. The creativity is not an intentional act by human beings but it is something that occurs with the freedom of human and its mind (Segal, Borgia, & Schoenfeld, 2005).

According to some researchers, the creativity is considered to be illogicality or contradict ability from the daily routine (Young, 1985; Petrowski, 2000; Nyström, 1979). The imaginative and non-real nature of the creativity is considered its main feature or characteristic that makes it different. The concept of paradox as the creativity is considered, as a paradox is most important (Blumenthal, 1980). The paradox is considered a result or conclusion of a researcher of its work. One researcher said that to create a thing you have to originate it. Moreover, the creator or originator will not be considering the results of the creation that will occur in the future. In the work when we start a set of actions to perform a job then we know in advance, what is going to be the end or result of it (Hamidi, Wennberg, & Berglund, 2008). On the other hand, in the art, the set of actions done to perform a task are done without having any prior information about them and the result or the consequence of the set of actions will be clearly known after it is done (Hamidi, Wennberg, & Berglund, 2008). It is said by a researcher that the work of art is not known in advance, it is only done by the people who have the expertise in the related field. Still, these persons also do not know that what is going to be happening exactly and what will be the consequences to form it (Oke, Munshi, & Walumbwa, 2009). Therefore, the artist or the artisans are those who sometimes know that what is going to be made by them and sometimes they do not know what they are creating. If the results of the work and the destination of the efforts are known by the artists then their work will not be considered as the creative work as it is pre-planned (Oke, Munshi, & Walumbwa, 2009). It is said that if the final result of the work is known by the artist or if he has a clear idea that what he is doing or creating is then no more be called a creative work because it is the main feature of the creative work that its results are not known. It is also said that the artist should have some idea about what he is making or the way he is heading towards because if he does not have a vague idea about anything then he will not be able to create a masterpiece (Baum & Locke, 2004). Alternatively, cannot make a unique product that

will be different from the previous ones and add to the sector and own creations. He will not be able to correct the mistakes that were previously done by him (Oke, Munshi, & Walumbwa, 2009). The critical control of the artist on the activity performing by him makes it foreseeable by the artist not based on physical interpretation but it is dependent on the insight vision of the artist. However, it is difficult to understand the foreseeable of the artist when the artist is unaware of the result.

Whenever an artist is failed in its activities and unable to accomplish what is desired by him then the artist feels kicked and disappointed and he finds the new ways he deducted from his efforts and he can trust to make himself succeeded in the attempt and not to feel kicked again. The inspiration present there is the one that kicks the artist (Zhou & George, 2001). The piece of art made by the artist is the one that depicts its inspiration. In the

success of making a piece of art is the presence of inspiration that does not make the artist feel kicked. The idea of inspiration we have made use of is the requirement of explanation. providentially, it is not necessary to our current purpose to try this task, given that no issue whether the inspiration that emerges at the entrance of the artist's spontaneous awareness is a consciousness, sentiment, dream, an indistinct idea, or what not, it is incredible that is "previously there" in the imaginative process. That it ought to be previously there, is for our reason, the significant summit (Segal, Borgia, & Schoenfeld, 2005).

## **2.2 Self-Efficacy and Entrepreneurship**

The concept of Self-efficacy is based on social cognitive theory (Bandura 1997). It explains human behavior in terms of the relationship of intrapersonal influences, the behavior individuals connect in, and the environmental factors that impose on them. These interactions shape belief of ability to perform successfully in a specific situation and their expectations towards the outcomes of the behavior.

Self-efficacy beliefs highly influence individuals' selection of an action, amount of efforts they expend to execute the action, their determination in challenges and their success in performing the action (Dwyer & Cummings, 2001; Bandura, 1997). Self-efficacy seems to be like self-esteem, anticipation, behavior concept of motivation and personality. Its focus is on assessment of capability rather than the expectation of outcome.

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Self-efficacy is both the predecessor and the outcome of an action choice and in turn, the way in which individuals perform their task accomplishments (Bandura 1997). (Bandura 2006), argues that self-efficacy is the most influential factor affecting behavior directly and indirectly. Its impact is on other processes and factors such as goal setting, outcome expectations, and obstacles in the environment. A number of studies have developed that describe a positive relationship between self-efficacy and different behavioral and motivational results (McGee, Peterson, Mueller, & Sequeira, 2009). Self-efficacy goes beyond the conventional motivational methods and gives a diversity of these approaches. It linked relationship of work performance with entrepreneur behavior (Pihie & Bagheri, 2013). This behavior led scholars to apply the concept of self-efficacy in various fields such as entrepreneurship.

Self-efficacy can be developed through training and reproduction of tasks and ideas (Zhao, Seibert, & Hills, 2005). Self-efficacy in relation to entrepreneurship is task-specific thereby controlling behavior with task choice, effort, and determination. It also makes learning and measuring task performance possible. The importance of self-efficacy for career selection, (Bandura 1997) emphasizes, the decision making process is the essential process in new ventures and self-efficacy to slate the serious consideration and options affected manner. Self-efficacy influences new venture creation process state by entrepreneur researchers.

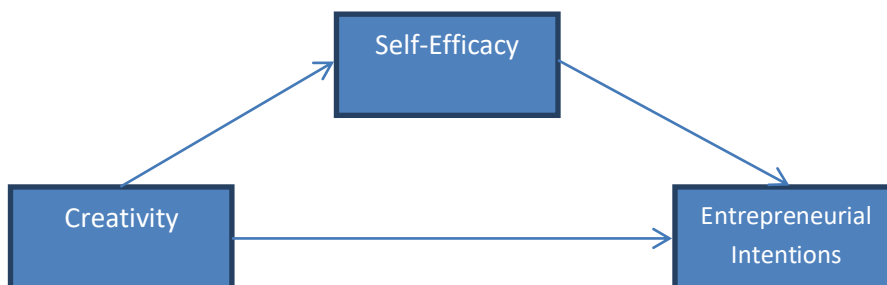
### **3. Hypothesis Testing**

The hypothesis is developed to identify the relationship between creativity and entrepreneurship for the formation of new ventures and self-efficacy mediates their relationships. Many studies have shown positive correlation between creativity and entrepreneurship (Ward, 2004; Segal, Borgia, & Schoenfeld, 2005; Petrowski, 2000; Oke, Munshi, & Walumbwa, 2009; Nyström, 1979; McMullen & Shepherd, 2006; Locke & Kirkpatrick, 1995; Manimala, 2008; Whiting, 1988; Gilad, 1984; Phan, Zhou, & Abrahamson, 2010). Our results are similar to previous results, which show that the impact of creativity and entrepreneurship is positive for establishing new ventures.



**Hypothesis 1:** There is a positive relationship between self-efficacy and entrepreneurial intentions.

**Hypothesis 2:** Entrepreneurial self-efficacy mediates the relationship between creativity and entrepreneurship.



**Fig.1 Hypothetical Model**

### 3.1 Sampling and Procedure

For the testing of these hypotheses, the aggregate sample was 621. The survey method was utilized to get the information from the representatives. An aggregate number of 621 questionnaire' were dispersed to the diverse offices including male and female members in the private sector of Pakistan, part-timers and some of them are full-time employee as well as Business Graduates, Business starters, and mature businessmen. The questionnaire was joined by an introductory letter clarifying the reason for the study and to guarantee the confidentiality of their reactions. Respondents were told to answer a progression of inquiries raised career orientation, self-efficacy and turnover intention in their perspectives of the utilizing association, and also their own moral behavior. Demographic qualities (e.g., Title, age, work experience, education level) likewise created a poll. We conveyed aggregate of 621 examiners and got questionnaire following two and three days. In quality examination, we dropped 35 cases in view of the missing values in these 35 cases, after the dropping of these cases, we got 586 questionnaires. In these 586 cases, we likewise distinguished some missing qualities which are attributed to "Hot deck method". As the majority of the members were

private sector representatives of Pakistan including male and females. All out rate of female respondents was 32% and staying 68% of the respondents were male. Absolute rate the respondent's age was 47% (18-28); 44% (29-40); 7% (41-55) and 1% more than 55 years. The rate capability of the representatives was 47% graduates; 6% transitional; 32% undergrad; 12% postgraduate and 2% expert degrees individually, accordingly the residency rate was 42% up to 2 years; 37% (3-5); 17% (5-10) and 4% up to 11 years.

### **3.2 Instrumentation**

The survey was included at seven-point Likert scale; it runs from 1 to "strongly disagree" to 7 for "strongly agree". This survey instrument was in the English language. An aggregate number of 586 surveys were conveyed to the distinctive offices where male and female members in each of the organization of Pakistan chosen for study, working low maintenance and some of them are full-time representatives. Out of 586 examiners, 500 were exact, which were totally filled. The things of the poll were in view of beginning studies, the things identified with a professional introduction taken from Ellemers, Naomi, (1991) apleness toward oneself the things identified with turnover proposition taken from Cummann (1979) and Cf. Meyer (1993).

### **3.3 Mediating Role of Self-efficacy**

To analyze the meditational or indirect relationship between creativity and entrepreneurship, the bootstrap method has been used to test the relationship. Only one hypothesis was developed that self-efficacy partially mediates the relationship between creativity and entrepreneurship. The direct impact of creativity and entrepreneurship has been tested through the path analysis, which was found positive. The bootstrap method at a confidence level of 5000 has been tested to explore the indirect effect via the inclusion self-efficacy. It was found that the self-efficacy mediates the relationship between creativity and entrepreneurship at a significant level of 0.001. Positive indirect relationship of .324 was found while exploring the meditational effect. Studies have shown the direct positive and significant relationships between creativity and entrepreneurship. According to the limited research skills of authors, the indirect relationship has not been tested by different scholars, however, in this study, the indirect relationship has been analyzed to contribute to the literature. Creativity includes

different factors as discussed by many authors (Young, 1985) (Whiting, 1988; Hamidi, Wennberg, & Berglund, 2008; Phan, Zhou, & Abrahamson, 2010; Zhou & George, 2001) such as motivation, risk-taking, and innovation.

Due to the positive indirect relationship of self-efficacy between creativity and entrepreneurship, it mediates and provides the confidence to an entrepreneur in the formation of the new venture. Innovation, motivation, and risk-taking are the factors, which has a direct relationship with self-efficacy. We can say this in another way that self-efficacy has a direct relationship with motivation, innovation, and risk-taking. As self-efficacy is the confidence in his/her abilities to perform or achieve any goals and objectives, then motivation and risk-taking are the big factors which tempt the entrepreneur to take the steps further towards the formation of new venture different (Baum & Locke, 2004)y. If the person has low self-efficacy then motivational level along with the risk-taking level of the entrepreneur will also be seen at a lower level in his/her personality (Boyd & Vozikis, 1994). As self-efficacy has a positive relationship with entrepreneurship, then motivational and risk taking a level of the leader or entrepreneur is also positive as our study analyzes this relationship.

#### 4. Analysis

##### 4.1 Descriptive Statistics and Correlation

This table shows mean and standard deviation with all other values of all the variables having items of the model career orientation,

**Table.1: Correlations**

	<b>Creativity</b>	<b>Efficacy</b>	<b>Entre</b>
Creativity	0.896		
Efficacy	0.362	0.959	
Entre	0.251	0.251	0.958

## 4.2 Common Method Variance

The information was self-reported and gathered through the cross-sectional exploration outline in the same time of time with the same poll,

there is a potential for regular technique predisposition (CMB; Podsakoff et al. 2003). We utilized various routines one-variable CFA, Harman's one-element technique and basic inert components to test for the presence of normal strategy inclination.

The chief part examination of every last one of variables delivered 4 unique components, which together represented 82.13% of the aggregate difference; the first element did not represent a lion's share of the change (just 37.23 %). So also, the basic technique inert component for all the autonomous, intervening, and ward variables yielded not exactly the satisfactory limit of 13.20 % (Podsakoff et al. 2003). Accordingly, CMB was not a genuine danger to our information.

## 4.3 Confirmatory Factor Analysis

The outcomes show that the three component model gave the best result of the information (balanced integrity of fit index = 0.889), Fit indices recommended that this model was solid match to the information at all records ( $\chi^2 = 3363.765$ ,  $df = 230$ ,  $NFI = .488$ ,  $CFI = .463$ ,  $GFI = .681$ ,  $AGFI = .681$ ,  $IFI = 0.465$ ,  $RMSEA = .153$ ). Along these lines, the three component model offers a solid match to the information. An option one element model (consolidating each of the four develops) was likewise tried. Option model indicated worthy model fit. One component model records demonstrate that model is fit to the data ( $\chi^2 = 1772.190$ ,  $df = 224$ ,  $CFI = .735$ ,  $GFI = 0.837$ ,  $NFI = .735$ ,  $AGFI = .837$ ,  $IFI = 0.736$ ,  $RMSEA = .109$ ,  $NFI = 0.709$ ,  $AGFI = 0.837$ ). These two models having fit records are given in Table 02. The CFA helps the dispute that career orientation, self-efficacy and turnover intention.

**Table 2: Model Fit**

Model	X2	DF	RMSEA	NFI	CFI	GFI	IFI
<b>One Factor</b>	3363.77	230	14.625	0.448	0.463	0.681	0.465
<b>Three Factor</b>	1772.19	224	7.912	0.709	0.735	0.837	0.736

#### 4.4 Model Testing

These results show the positive impact of all the factors which are affecting to the model, also have a positive relation showing the values of the model. The value of ( $\chi^2$ ) = 216.635, df =51, NFI= .943, CFI= .956, GFI= 0.938, AGFI= 0.906, RMSEA= 0.079). Thus, this three-factor model has a positive impact and also fit the data.

			Estimate	S.E.	C.R.	P	Label
<b>EFFICACY</b>	<---	CREATIVITY	.469	.062	7.556	***	
<b>ENTRE</b>	<---	EFFICACY	.152	.038	4.009	***	
<b>ENTRE</b>	<---	CREATIVITY	.199	.054	3.652	***	
<b>ESE1</b>	<---	EFFICACY	1.000				
<b>ESE2</b>	<---	EFFICACY	.940	.025	38.360	***	
<b>ESE3</b>	<---	EFFICACY	.952	.024	40.169	***	
<b>ESE4</b>	<---	EFFICACY	1.050	.025	41.986	***	
<b>EI5</b>	<---	ENTRE	1.342	.069	19.562	***	
<b>C1</b>	<---	CREATIVITY	1.000				
<b>C2</b>	<---	CREATIVITY	1.004	.042	23.981	***	
<b>C3</b>	<---	CREATIVITY	1.027	.042	24.717	***	

<b>EI8</b>	<---	ENTRE	1.377	.070	19.606	***
<b>EI2</b>	<---	ENTRE	1.000			
<b>EI7</b>	<---	ENTRE	1.361	.076	17.998	***
<b>EI6</b>	<---	ENTRE	1.402	.069	20.466	***
<b>EI3</b>	<---	ENTRE	1.471	.074	19.979	***
<b>EI4</b>	<---	ENTRE	1.375	.070	19.671	***

Model	X2	Df	X2/DF	RMSEA	NFI	CFI	GFI	AGFI	IFI
<b>One factor model</b>	145.129	71	2.044	0.044	0.984	0.992	0.965	0.948	0.992

**Table 3:** Regression Weights: (Group number 1 - Default model)

**Table 4:** Mediation Analysis

Variable	Standardized Total Effects		Standardized Direct Effects		Standardized Indirect Effects		Partial Mediation
	Creativity	Efficacy	Creativity	Efficacy	Creativity	Efficacy	
<b>Efficacy</b>	.338 (.001)	-	.338(.001)	-	-	-	
<b>Entre</b>	.237(.001)	.185(.001)	.174(.001)	.185(.001)	.063(.000)	-	

The current study explains and sheds the light on the contributions regarding the entrepreneurial literature and creativity. Furthermore, the examination is also conducted to highlight the effect of creativity on the intentions of entrepreneurs for profiling and development. The results are also made on a strong empirical support regarding this viewpoint association for the creativity, which is also leading towards the formulation of valid perceptual analysis which also shows the intentions of entrepreneurship through the indirect effect of self-efficacy. According to the path analysis, with the help

of construct theories, there is support for the differentiation. The results with the help of demographic and empirical analysis, also suggest about the entrepreneurs own creativity which is highlighting the positive impact. For the creativity, the present business environment is supportive and this increased the predict levels of entrepreneurs. The hypothesis, which was developed after going through from extensive literature review also proved and shows the positive relationship among constructs, which are discussed in this research study.

## **5. Discussion and Conclusion**

The entire research concludes the features of the entrepreneur based on the creativity and its sub-categories. This also includes the risk rating for the accomplishment, creativity, and control. This is the line along with findings of Ward and Manimala. According to their report, the prevalence of the certain personal traits also increased the likelihood of starting the activities of an entrepreneur. Where the population is to constants, instead of it, it is varying from country to country. Through the study and analysis, the entrepreneurs were not lead to the five components and these components are creativity, control, accomplishment, risk-taking and autonomy which are studied by Baum and Locke.

Furthermore, there is additional support for the statistical instrument. The entire research also explained about the independence and developments objectives as the antecedents of creativity. Through the dependence, the entrepreneurs also make the hope regarding the business, which brings them concrete financial and material results for the development of the business. The entrepreneurs are quite conscious of their business demands due to their commitment regarding the managerial and commercial aspects of business etc. Through the two pathways regarding the explanation of business origins, the reproduction logic of action, as well as valorization logic actions, can also be identified. Through the entire study, it can also be shown that the entrepreneurs related to the innovative businesses are quite realistic through difficulties. The basic purpose behind this is to overcome and expectation of generating maximum profits by getting differentiation.

The current picture is different from the popular image and this shows innovative entrepreneurs which are eliminated from the reality. Based on valorization logic of action pathway, the most important things are the

creativity and risk taking which are evident. The acceptance of this uncertainty and utilization of the advantageous context is related to the uncertainty as well as related to the development and innovations. The important contributions are also provided to the academic research as well as practitioners. Through an understanding of the motivation origin, the entrepreneur, public and private support can be targeted efficiently. The research also contributes to the academic literature with the help of proliferation of entrepreneurs. Through the studies, it can reveal that is the risk-taking, innovation, and motivation as well as creativity are the important features of the entrepreneur characteristics. In addition to this, the entire research also develops the pathways through an explanation of business origin in terms of the logic of actions. The motivational causal pathways also lead to the logic for the actions for the businesses and these are based on the on innovation and reproduction.

Through the studies, it can be seen that the people have several intentions regarding the particular behaviors because these behaviors are explaining about the actual behaviors of the entrepreneurs. From the perspectives of the new business creation, the entrepreneurs develop the intentions to accomplish the target. The main intentions and determination of the entrepreneurs are to become efficient entrepreneurs before the discovery of business opportunities. The evidence is provided through the intentional models, which is helpful for the construction of self-efficacy. This is the belief of the entrepreneurs that they are able to perform the certain tasks within several situations. Furthermore, it is also performing the efficient role as an antecedent for the promotion of supposed feasibility of the scheme. These are invaluable for understanding the purpose towards planned, intentional behavior for the engagement of entrepreneurial function.

Through the research, the formation of the model is supported and this captures the concept of “elusive” for the creativity and intention of the entrepreneurship. By different dimensions, results showed the complement within the earlier studies. Through this, there is a focus on the personality factors and risk-taking propensity. Furthermore, it also focuses on the locus of control. The creativity of the individuals is another function of the personality traits, which is showing the s broad interest, innovation, motivation, as well as a risk-taking of entrepreneur along with relevant skills. This is also related to the divergent thinking and suspension regarding



judgment. The main requirement of creativity is the display regarding the cognitive-perceptual styles and this involves the compilation and application of information.

With effective heuristics, the results regarding the present study also show the supports to the suggestions that the entrepreneurs along with well-built creativity have the desire for creation and something new. The entrepreneurs along with creativity are motivated towards the formation of a new venture in which self-efficacy plays an important and significant role. Through the research, it can also be stated that the decision to employ within venturing lies in human being perceptual features as compared to the aspects of objective reality. The creative power of the entrepreneurs is more important as compared to the employees or managers.

Through the present study, it is also examined that the individuals who are having more creativity power are having high intentions of entrepreneurship. The easiest example of the entrepreneurship is the interests and activities. The intentions of entrepreneurship are influenced by the family history as the individuals who have entrepreneurial background can develop their business intentions more easily. The hypothesis shows that when the individuals have more commitments in terms of getting a competitive advantage through differentiation among the competitors in the market, creativity is considered very crucial and significant. These findings explain the impact of the business environment to promote the propensity of entrepreneurship. In addition to this, there are several studies, which explain and shed the light on the positive relationship between the creativity and self-efficacy as well as self-efficacy and entrepreneurs regarding the development of the business.

## **5.1 Future Recommendation**

According to the arguments of the different researchers, the entrepreneurs have the higher need for the achievement which encourages them to start a business. At this stage, there is need of a new approach to the study of the entrepreneurship regarding the higher training and cultural impacts, which are having an association with decision-making processes of entrepreneurs. According to the results and previous literature of entrepreneurship, the creation of business personality is the essential element in the enterprising personality.

## 5.2 Teaching Implications

Policymaking and designing of the entrepreneurship programs and successful encouragement of entrepreneurship are those factors which encourage individuals' entrepreneurship. This leads to entrepreneurial motivation as well as the relationship of creativity along with self-efficacy. To give attention will be rewarding for the enhancement of the aspiration levels and thereon efficient entrepreneurs. Within the supporting innovation, the business incubator is specialized and this could select the potential partners through the evaluation of their motivational standards. From the case of business take-over, the internal and the external challenges are often contrasted through showing the dependence on the situation.

Few individuals are demanding the radical change as well as other continuity. The business of entrepreneur is also fit for the better understanding and this linked with these logics of action and motivation.

The choice of a manager within the company will be helpful through an understanding of the motivation within the context of business strategy. The implication of teachings also quite clear and the entrepreneurship is not just limited to the starting of the business; instead of it, it is more than starting. This procedure, which is based on some skills and those skills, are having high relevancy with new ventures. No doubt, the business skills are teachable, through which individuals can become entrepreneurs. The teaching implications are going beyond the field of entrepreneurship. In addition to this, the entrepreneurial management is the way of the mode of management, which is very different from the traditional ways of management. There is need to control and reward systems on an instance basis. The individuals who practiced the new venture entrepreneurship well advised and this followed the proposed approach to deal with key parameters of entrepreneurial behavior. The detection of opportunities cannot be foster without the environment because there is lack of emergent of entrepreneurship.

At equal basis, the motivation pursues the opportunity as well as facilitate, which also influence the outcome. Several pieces of evidence are related to this least some of factors and this also show the influence on three important parameters. The fact that these are not showing more independence instead of it, these are showing the reinforcement along with each other and this

show and enhance the needs of 'entrepreneurial culture'. Furthermore, these tracks also record these fair treatments through internal entrepreneurs. The debate continues on the topic that's the entrepreneurship should be reviewed as a pursuit for the opportunity or something else which is the matter of definition and along with approach the entrepreneurship will be useful from the individual and company's perspectives, these are specific avenues for research and teaching which is opened for future researchers.

### **5.3 Limitations**

The presented study is the preliminary. The findings are exciting which should be interrelated along with caution. The entire research is also presenting the important step for the identification of factors, which are associated with entrepreneurial intentions. There is need for additional research through which the confidence is enhanced for the generalization of findings. First, the readers should understand that there is no proper link along with creativity along with intentions of entrepreneurship. Furthermore, the research is also relied on the entrepreneur's samples as compared to the actual entrepreneurs. The entire research is based on the random samples of entrepreneurs, which is drawn through the business environments. The results also showed that these are biased since the entrepreneurs through other departments were not shown the incorporation. Finally, but importantly, the given data is cross-functional in sense of nature. There is an alternative relationship, which exists within the entire research. The research regarding the future should be longitudinal regarding the supposed assumptions for the present study and actual creators of business ventures. There should be in a mind that research has its own limitations. During collection of the data from the huge population, this also includes small groups of people as a sample. It provides you limited information on the total population to target.

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## **Summary**

### **Impact of creativity on Entrepreneurial Intentions through Self-Efficacy**

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Competitive Environment of today's business compels organizations to focus on Creativity and Innovative ideas. The very survival of Entrepreneurs can be traced back in their intentions to create and modify their products and services. However, their level of confidence can make this process more effective. This study is an effort to investigate, how creativity impacts on Entrepreneurial intentions through self-efficacy for this purpose, we collected data from a sample of 621 working class MBA business graduates in different sectors. We have received 586 questionnaires with 94.36%. After confirming reliability and validity of the data, we found no evidence for common method variance. The results revealed that overall model was good fit and self-efficacy partially mediates the relationship between creativity and entrepreneurial intentions. Policy implications, future guidelines, and limitations are also discussed in final section.

**Keywords: Creativity, Entrepreneurship, Innovation, Business Sustainability, Entrepreneurial Intentions, Self-Efficacy, Confidence**