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## Focus Study on Motivation and Entrepreneur Intention: A Literature Review from Scopus Database

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### ABSTRACT

This literature review investigates the relationship between motivation and entrepreneurial intention based on data sourced from the Scopus database. Entrepreneurship plays a critical role in economic development and innovation; thus, understanding the motivations behind entrepreneurial intentions is essential. This study systematically reviews 15 relevant documents retrieved using the keywords "Motivation AND Entrepreneur Intention," to synthesize findings from various research perspectives. The review highlights significant fluctuations in research trends over the years, indicating periods of increased interest aligned with economic and social developments, such as the post-COVID-19 era. The analysis reveals that most research is concentrated in Business, Management, and Accounting, with notable contributions from Social Sciences and other multidisciplinary areas. Key themes identified include the impact of social and technological factors on entrepreneurial intentions, variations in motivational factors across different contexts, and the role of entrepreneurship education. The findings suggest that while the research landscape is diverse, there is a need for further exploration into the nuanced and context-specific factors influencing entrepreneurial motivation and intention. This review provides a comprehensive overview of current trends and gaps in the literature, offering valuable insights for policymakers, educators, and future researchers.

Keywords: Entrepreneur Intention, Literature Review, Motivation, Scopus

### INTRODUCTION

Entrepreneurship has become one of the main drivers of economic growth in many countries, especially in the increasingly globalized and digitalized era (Jafari-Sadeghi et al., 2021; Kraus et al., 2019; Myovella et al., 2020; Ng & Kee, 2017; Radović-Marković et al., 2019). The ability to create new and innovative businesses not only contributes to job creation but also becomes an important source of driving innovation and a country's competitiveness in the global market. Behind this success, entrepreneurial intention often determines whether someone will take the step to start their own business. In this context, understanding the motivations that drive entrepreneurial intention is a crucial aspect that needs further research.

Motivation, in the context of entrepreneurship, refers to the internal and external drives that direct individuals to choose and pursue entrepreneurial activities. Several previous studies have shown that factors such

as the desire for independence, personal achievement, and the influence of the social environment can play an important role in driving someone to become an entrepreneur (Machani et al., 2021; Osadolor et al., 2021; Shahzad et al., 2021). However, how this motivation is formed and interacts with other factors is still a topic of ongoing debate in the literature.

As the initial stage of the entrepreneurial process, entrepreneurial intention is a strong predictor of whether someone will actually take action to start a business (Gieure et al., 2020; Joensuu-Salo et al., 2020; Yousaf et al., 2021). Various factors, including personal motivation, experience, and perceptions of market opportunities, often shape these intentions. Previous studies have attempted to map the relationship between motivation and entrepreneurial intentions, but results often vary depending on geographic, demographic, and socio-cultural contexts.



Why is it important to understand the motivations behind entrepreneurial intentions? Policies and programs to encourage entrepreneurship fail because they must fully understand what motivates individuals to start a business. By identifying and understanding relevant motivational factors, policymakers can design more effective interventions to encourage entrepreneurship, especially among young people and groups underrepresented in the business ecosystem.

In addition, the literature on entrepreneurship is often scattered and varied, making it difficult to get a clear picture of how motivation plays a role in shaping entrepreneurial intentions (McMullen et al., 2021; Shahzad et al., 2021; Tomy & Pardede, 2020). Therefore, this literature review aims to collect, organize, and analyze previous studies conducted in this area. In doing so, it is hoped to provide a more structured view of the relationship between motivation and entrepreneurial intentions and identify emerging research trends in recent years.

This study will focus on analyzing literature taken from the Scopus database, one of the world's largest and most recognized academic data sources. The selection of Scopus as the main source aims to ensure that the literature analyzed is high-quality and credible. Using the keywords "Motivation AND Entrepreneur Intention," this study successfully identified 15 relevant documents for further analysis.

This literature analysis is expected to contribute significantly to our understanding of the dynamics between motivation and entrepreneurial intention. In addition, the results of this review are also expected to provide recommendations for future research, especially in identifying areas that still require further exploration. Thus, this study aims to explain the relationship between motivation and entrepreneurial intention and provide a more solid foundation for developing theory and practice in entrepreneurship.

## METHOD

This study uses a literature review approach to explore the relationship between motivation and entrepreneurial intention. This approach

was chosen because it provides a comprehensive overview of research trends on this topic and identifies research gaps that can still be explored further. A literature review is an effective method for collecting and analyzing findings from various published studies, ultimately providing important contributions to understanding a particular topic (Machani et al., 2021; Mengist et al., 2020; Mosavi & Triansyah, 2023; Osadolor et al., 2021; Post et al., 2020; Shahzad et al., 2021; Wahyudi et al., 2023).

The data collection process in this study was carried out by searching for scientific articles available in the Scopus database. Scopus was chosen because it is one of the largest and most trusted databases providing scientific journal articles from various disciplines. The search used the keywords "Motivation AND Entrepreneur Intention", which were chosen to capture various studies directly or indirectly related to the two concepts. The search was conducted on August 16, 2024, and resulted in 15 relevant documents for further analysis.

In the article selection process, inclusion and exclusion criteria were applied to ensure that only articles relevant to the study's focus were analyzed. Articles included in this analysis discussed entrepreneurial motivation and intention in a clear context, published in a Scopus-indexed journal, and available in English. Articles that did not meet these criteria, such as articles that did not focus on the relationship between entrepreneurial motivation and intention or those published in non-indexed journals, were excluded from the analysis.

After the articles were selected, the analysis was carried out using a qualitative approach. Each article was identified based on its main topic, research method, main findings, and conclusions drawn by the authors. The results of this analysis were then compiled to identify common patterns, significant findings, and issues that often arise related to entrepreneurial motivation and intention. This process also involved a critical assessment of each article to ensure the accuracy and relevance of the information obtained.

Next, the results of this analysis were organized into several main themes related to

entrepreneurial motivation and intention. Each theme was explored in depth to provide a more comprehensive understanding of the factors that influence entrepreneurial intention. These findings were also compared with existing literature to see whether there were consistency or differences in research results.

In the final step, data triangulation was conducted to ensure the validity and reliability of the findings by comparing the results obtained from different articles. This process helps

identify areas requiring further research and provides a stronger contribution to the existing literature. Thus, this literature review is expected to provide deeper insights into the relationship between motivation and entrepreneurial intention and guide future research in this area.

## RESULT and DICUSSION

### Documents by Year

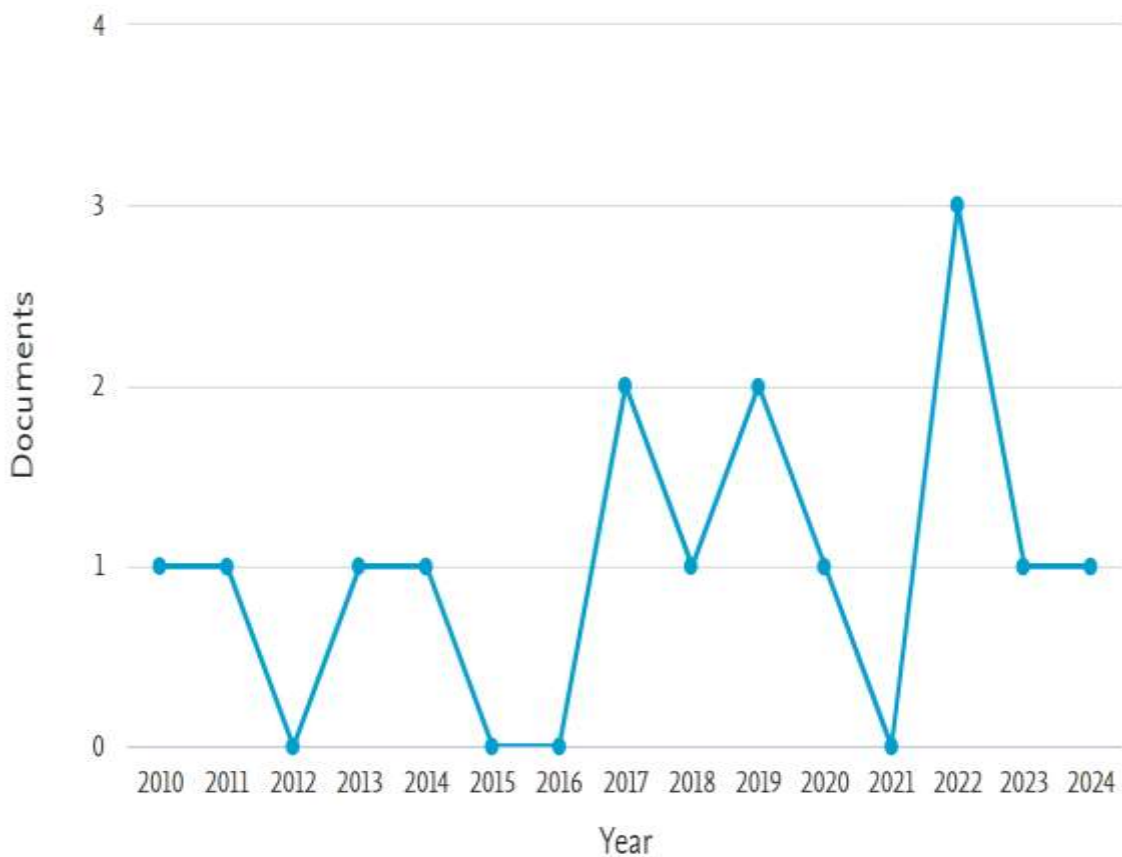


Figure 1. Trend by Year

The trend of research publications focusing on the relationship between motivation and entrepreneurial intention shows significant fluctuations from 2010 to 2024. The number of papers produced is inconsistent each year, reflecting research interest that various factors may influence, including economic trends, policies, or theoretical developments in entrepreneurship. For example, in the early years, such as 2010 and 2011, only one paper was published each year, indicating that this topic may have received little attention from the academic community during that period.

However, starting in 2017, there has been an increase in the number of publications, with two papers produced in 2017 and 2019.

This increase indicates a greater interest in this topic, which may be driven by the increasing awareness of the importance of motivation in driving entrepreneurial intention, especially in the context of increasingly competitive global economic developments. However, despite the increase, there were also years where no papers were published, such as in 2016, 2015, and 2021. This inconsistency could reflect challenges in researching this topic or a shift in

focus to other, more pressing topics. In the most recent years, from 2022 to 2024, there was a significant increase, with three papers published in 2022 and one each in 2023 and 2024.

This increase reflects the increasing relevance of this topic in the post-COVID-19 pandemic context, where many individuals and organizations are starting to re-evaluate their

motivations and intentions in entrepreneurship. The awareness of the importance of understanding these motivations in depth prompted researchers to focus more on this topic, which is ultimately reflected in the increasing publication trend.

**Document by Author**

Table 1. Trend by Author

Author	Documents
Abdulwahab, R.	1
Abushakra, A.	1
Alberto, J.	1
Blank, T.H.	1
Bonomo-Odizzio, A.	1
Chang, Y.Y.	1
Chau, K.P.	1
Chen, M.H.	1
Chen, M.H.	1
Dwivedi, Y.K.	1
Gabay-Mariani, L.	1
Gonzalez-Tamayo, L.A.	1
González, M.	1
Guaita Martínez, J.M.	1
Husin, M.M.	1
Huy, H.	1
Ijsselstein, A.	1
Jermisittiparsert, K.	1
Kamarudin, S.	1
Kara, A.	1
Khromenkova, G.	1
Kobylińska, U.	1
Krauss-Delorme, C.	1
Looi, K.H.	1
Maheshwari, G.	1
Naumenkov, A.	1
Nikbin, D.	1
Odeh, A.	1
Oosterbeek, H.	1
Orero-Blat, M.	1
Pramila, R.	1
Pryor, C.G.	1
Quan, L.	1
Rizal, A.M.	1
Siriattakul, P.	1
To, C.K.M.	1
Turan, M.	1



Upadhyay, N.	1
Upadhyay, S.	1
Wang, H.Y.	1
Webb, J.W.	1
Zemlyak, S.	1
van Praag, M.	1

Author trend data shows only one author's dominance in research on the relationship between motivation and entrepreneurial intention. Each author contributes only one document, indicating that this topic has received attention from various researchers. The absence of a dominant author may also reflect that this research is still in an exploratory stage, where many researchers from various backgrounds are trying to contribute to understanding this topic.

The diversity of author names shows that researchers from various countries and disciplines have researched motivation and entrepreneurial intention. This shows that this topic is relevant globally and has received attention from a wide scientific community. In addition, the involvement of authors from

various countries also shows that motivation and entrepreneurial intention are considered important and universal topics, although there may be variations in local contexts that affect research results.

The equal contribution of many authors also reflects that research in this area is still open for further exploration. Since no author is consistently involved in many publications, this may indicate that there is great potential for new researchers to enter and make deeper contributions. In addition, this also indicates opportunities for closer international collaboration in the future, which could enrich perspectives and approaches in researching the relationship between motivation and entrepreneurial intentions.

#### Document by Affiliation

Table 2. Trend by Affiliation

Affiliation	Documents
Birla Institute of Technology and Science, Pilani	1
Bialystok University of Technology	1
Universiteit van Amsterdam	1
Universidad de la Laguna	1
Swansea University	1
Oklahoma State University	1
University of Brighton	1
The Hong Kong Polytechnic University	1
Universidad de Monterrey	1
National Chung Hsing University	1
Penn State York	1
Southern Taiwan University of Science and Technology	1
Kasetsart University	1
ESSCA School of Management	1
Universiti Malaya	1
Çukurova Üniversitesi	1
Financial University under the Government of the Russian Federation	1
Princess Sumaya University	1
Vietnam National University, Hanoi	1
Universidad Católica del Uruguay	1
Asia University	1



Ton-Duc-Thang University	1
Universiti Teknologi Malaysia Kuala Lumpur	1
RMIT University Vietnam	1
Université Grenoble Alpes	1
ESIC Business & Marketing School	1
Indian Institute of Management Jammu	1
Spears School of Business at Oklahoma State University	1
School of Management	1
Azman Hashim International Business School	1
Hadassah Academic College	1
Thuongmai University	1
University of Technology and Applied Sciences Suhar	1

The affiliation data shows that entrepreneurial motivation and intention research is widely distributed across academic institutions worldwide. Each affiliation contributed only one paper, indicating that the research is not concentrated in one or a few institutions. Instead, a variety of universities and research institutions from different countries contribute to the development of knowledge in this area. This reflects that this topic has global appeal and cross-cultural relevance, with researchers from various geographic and academic backgrounds interested in exploring the relationship between entrepreneurial motivation and intention.

The affiliations involved in this research came from various continents, including Asia, Europe, North America, and South America. For example, there were contributions from institutions in India, Taiwan, Russia, the United States, the United Kingdom, and many others. This diversity of affiliations reflects that entrepreneurial motivation and intention is a topic studied in various regional and national

contexts, which may be influenced by differences in culture, economics, and entrepreneurship policies in each country. The involvement of institutions from different countries in this research also suggests that this topic is important globally and attracts interest from the international academic community.

In addition, the participation of various affiliations suggests that research on entrepreneurial motivation and intention may still be in the development and exploration stage. No institution specifically dominates the publications in this field, which indicates that this research is still open to more contributions from various institutions. This also opens up opportunities for future international collaborations, enriching research perspectives and encouraging knowledge exchange between universities and institutions worldwide. Thus, this trend shows great potential for further development in entrepreneurial motivation and intention research through global collaboration.

#### Document by Country

Table 3. Trend by Country

Country/Territory	Documents
Viet Nam	3
Malaysia	2
Spain	2
United Kingdom	2
United States	2
France	1
Hong Kong	1
India	1
Israel	1



Jordan	1
Mexico	1
Netherlands	1
Oman	1
Poland	1
Russian Federation	1
Taiwan	1
Thailand	1
Turkey	1
Uruguay	1

Country-specific data show that research on entrepreneurial motivation and intention is spread across different regions of the world, with the largest contribution coming from Vietnam, which contributed three papers. Vietnam appears to have a significant interest in this research, which may reflect a national drive to develop entrepreneurship as part of the country's economic development strategy. In addition to Vietnam, countries such as Malaysia, Spain, the United Kingdom, and the United States each contributed two papers, suggesting that the topic also has strong relevance in countries with more developed and developing economies.

The contributions from these countries reflect that entrepreneurial motivation and intention are important across different geographic and economic contexts. Countries such as France, Hong Kong, India, Israel, and others each contributed one paper, suggesting that research on this topic is global and not

confined to a particular region. This diversity reflects that while local contexts may differ, there is a common interest in understanding the factors that drive individuals to become entrepreneurs across countries.

Furthermore, the even distribution of research across countries suggests that entrepreneurship is a universal issue relevant across various economies, from developed to developing. Although some countries show greater interest, such as Vietnam, this does not mean that other countries have less to contribute. On the contrary, this trend suggests that research on entrepreneurial motivation and intention can be enriched by a global perspective, incorporating different cultural, economic and social contexts. International collaboration and knowledge exchange between these countries can help deepen the understanding of entrepreneurial dynamics worldwide.

**Documents by Subject**

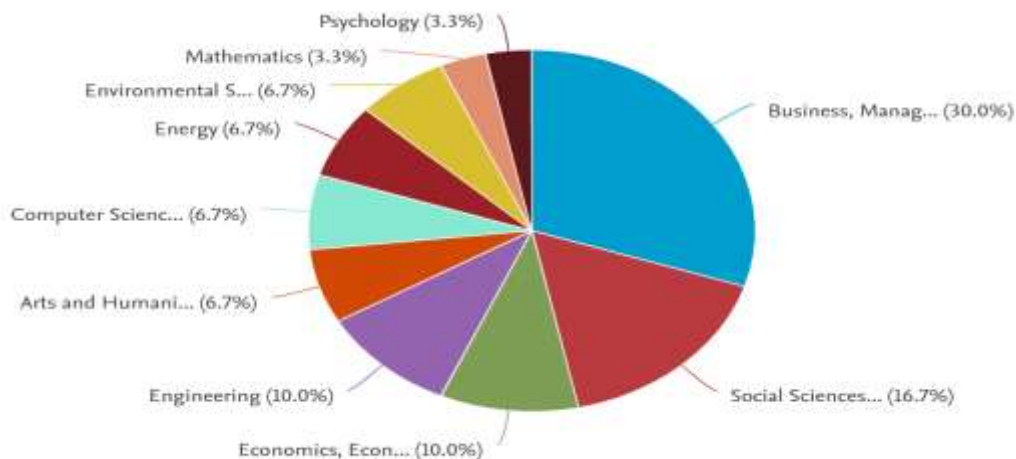


Figure 2. Trend by Subject

Subject area data shows that the most research on entrepreneurial motivation and intention is conducted in Business, Management and Accounting, which covers 30% of the total documents. The dominance of this subject area reflects that entrepreneurship is closely related to business management and accounting since entrepreneurship essentially involves managing a business and finances. Research in this area will likely focus on the practical and strategic aspects of how motivation influences an individual's decision to start and manage a business.

In addition, Social Sciences cover 16.7% of the total documents, indicating that sociocultural approaches to entrepreneurship are also a significant focus in research. This suggests that entrepreneurial motivation and intention are influenced not only by economic and managerial factors but also by social factors such as cultural values, societal norms, and social interactions.

Research in this subject area might explore how social context influences individual perceptions of entrepreneurship and how motivation may vary across social groups.

Other subject areas such as Economics, Econometrics and Finance (10%), Engineering (10%), and Arts and Humanities, Computer Science, Energy, and Environmental Science, each with 6.7%, show that research on entrepreneurial motivation and intention is multidisciplinary. This reflects that entrepreneurship can be studied from various perspectives through economic analysis, technological innovation, art, and its impact on the environment. The diversity of these subjects shows that entrepreneurial motivation and intention have broad relevance in various fields of science, and a more holistic and interdisciplinary approach can provide deeper insights into the dynamics of entrepreneurship.

**Focus Study**

Table 4. Focus Study

No.	Authors	Title	Focus Study
1.	(Gonzalez-Tamayo et al., 2024)	Successful business behaviour: An approach from the unified theory of acceptance and use of technology (UTAUT)	The focus of this study is to explore the factors influencing entrepreneurial actions that contribute to firm success, by modeling successful business behavior using the Structural Equation Model (SEM) approach.
2.	(Blank & Gabay-Mariani, 2023)	From Dream to Reality: The Ambivalent Role of Nascent Entrepreneurs' Motivation in the Intention-Action Gap	The focus of this study is to examine the predictive and moderating roles of different types of motivation in bridging the gap between novice entrepreneurs' intentions and actions.
3.	(Zemlyak et al., 2022)	Measuring the Entrepreneurial Mindset: The Motivations behind the Behavioral Intentions of Starting a Sustainable Business	The focus of this study is to investigate the entrepreneurial mindset underlying behavioral intentions in starting a sustainable business, by examining the influence of entrepreneurship education, innovation, and creativity.
4.	(Abushakra et al., 2022)	The effect of trust, IT knowledge, and entrepreneur's innovativeness to	The focus of this study is to examine the critical factors influencing the adoption of Internet of Things (IoT) by entrepreneurs in Oman by extending the UTAUT2 model through the addition of variables of



		embrace or shun the internet of things	innovation, IT knowledge, and entrepreneur trust.
5.	(Upadhyay et al., 2022)	Theorizing artificial intelligence acceptance and digital entrepreneurship model	The focus of this study is to determine entrepreneurs' intentions to accept artificial intelligence (AI) and advance digital entrepreneurship by developing and validating the AIADE (Artificial Intelligence Acceptance and Digital Entrepreneurship) model.
6.	(To et al., 2020)	Predicting motivational outcomes in social entrepreneurship: Roles of entrepreneurial self-efficacy and situational fit	The focus of this study is to test a structural model of self-motivating antecedent factors and their impact on social entrepreneurship, by examining the relationships between self-efficacy, situational fit, and outcomes such as aspirations, effort toward entrepreneurial goals, and eudaimonic well-being.
7.	(Alberto et al., 2019)	Influence of personal variables on entrepreneurial intention: A comparative study between Poland and Spain	The focus of this study is to analyze the influence of personal variables on entrepreneurial intentions of students in Poland and Spain through a structural model that integrates students' perceptions from both countries.
8.	(Siriattakul & Jermstittiparsert, 2019)	Exploring the nexus between entrepreneurial skills, environmental support, motivational factors and entrepreneur intention among the Thai University Graduates	The focus of this study is to explore the relationships between entrepreneurial skills, environmental support, motivational factors, and entrepreneurial intentions among Thai university graduates, as well as the mediating role of environmental support and the moderating role of motivational factors in these relationships.
9.	(Turan & Kara, 2018)	Online social media usage behavior of entrepreneurs in an emerging market: Reasons, expected benefits and intentions	The focus of this study is to examine the motivations, expected benefits, and intentions of entrepreneurs to use online social media as a marketing communication tool in emerging markets, as well as the influence of perceptions and attitudes towards social media use.
10.	(Chen et al., 2017)	Understanding Creative Entrepreneurs' Intention to Quit: The Role of Entrepreneurial Motivation, Creativity, and Opportunity	The focus of this study is to understand creative entrepreneurs' intention to quit by analyzing the role of creativity, opportunity recognition, and motivation in reducing intention to quit in the creative industry sector.

11.	(Pramila et al., 2017)	Motivating factors contributing to young social entrepreneurs' intention to start social activities	The focus of this study is to review the literature on social entrepreneurial intentions among young entrepreneurs and propose a conceptual model to understand the motivational factors that influence their intentions to start social activities.
12.	(Quan & Huy, 2014)	The effect of entrepreneurial human capital and entrepreneurial failure learning on the entrepreneurial restart intention	The focus of this study is to identify how entrepreneurial human capital and the process of learning from failure influence entrepreneurs' intentions to restart a business after experiencing failure.
13.	(Looi, 2013)	Integrating entrepreneurial values and export intentions: A theoretical framework	The focus of this study is to develop an integrated and coherent theoretical framework on the motivations of small and medium-sized entrepreneurs' export intentions to new markets, using a literature review approach to build a theoretical model applicable in international entrepreneurship.
14.	(Pryor & Webb, 2011)	Choosing their battles wisely: An intentions-based perspective on the institutional entrepreneurship process	The focus of this study is to understand how factors such as institutional motivation, subjective norms, and behavioral control influence actors' intentions in institutional entrepreneurship, as well as how these intentions relate to the behaviors that actors ultimately undertake.
15.	(Oosterbeek et al., 2010)	The impact of entrepreneurship education on entrepreneurship skills and motivation	The focus of this study is to analyze the impact of entrepreneurship education programs on students' entrepreneurial skills and motivation using an instrumental variable approach within a difference-in-differences framework.

The studies discussed address various aspects of entrepreneurial intentions and behaviours from different perspectives and contexts. Most studies emphasize factors that influence entrepreneurial intentions in general business and social contexts. For example, several studies analyze entrepreneurs' motivations for using social media or adopting new technologies such as the Internet of Things (IoT) and how creativity, IT knowledge, and environmental support influence their intentions to start or continue a venture. Other studies

explore the relationship between entrepreneurial skills, environmental support, and motivational factors, showing how these variables influence entrepreneurial intentions in emerging markets.

Other studies focus on the social context of entrepreneurship, such as how personal motivations and internal and external factors influence the intention to start a social activity. This research highlights the importance of understanding the differences between social and business entrepreneurs' intentions and how

motivation, self-efficacy, and opportunity recognition may influence their decisions. In addition, several studies investigate the impact of entrepreneurship education programs on students' skills and motivation, with results suggesting that such programs may not always produce the expected effects on students' self-rated entrepreneurial intentions or skills.

Several studies have used different methodological approaches, such as structural models or instrumental variables, to evaluate the influence of certain factors on entrepreneurial intentions and behaviours. Findings from these studies often reveal complex results, such as insignificant or even negative effects of some interventions, indicating the need for a more in-depth and contextual approach to understanding entrepreneurial dynamics. Overall, this study enriches the entrepreneurship literature by providing new insights into how motivational, supportive, and contextual factors influence entrepreneurial intentions and actions in different situations.

### CONCLUSION

This literature review comprehensively examines the relationship between motivation and entrepreneurial intention by analyzing 15 relevant studies sourced from the Scopus database. The findings indicate a growing scholarly interest in understanding how various motivational factors influence individuals' intentions to pursue entrepreneurial activities. The review reveals that research has experienced significant fluctuations over the years, with notable increases in recent years, particularly in the context of the post-COVID-19 era.

The analysis underscores that the predominant focus of research lies in Business, Management, and Accounting, reflecting the practical aspects of entrepreneurial activities. Additionally, contributions from Social Sciences and other interdisciplinary areas highlight the multifaceted nature of entrepreneurial motivation, including sociocultural influences and technological advancements. Studies often explore how social context, technological adoption, and environmental factors impact

entrepreneurial intentions, revealing a complex interplay between internal and external motivators.

Despite the breadth of research, several gaps still need to be addressed. Future studies should address the inconsistencies observed in findings and delve deeper into the contextual and cultural factors influencing entrepreneurial motivation across diverse settings. The review also emphasizes the importance of refining entrepreneurship education programs to align with motivational factors that drive entrepreneurial intentions. By addressing these gaps, researchers can contribute to a more nuanced understanding of how motivation shapes entrepreneurial behaviours, ultimately informing more effective policies and practices to foster entrepreneurship globally.

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