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Exploring the Drivers of Digital Entrepreneurial Intention in Dhaka City: The Role of Self-Efficacy, Perceived Desirability and Perceived Feasibility

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Abstract: The role of digital entrepreneurship is evolving due to rapid digitisation in Dhaka City, which can contribute to the betterment of the economy; however, digital entrepreneurs are encountering technical, financial, and cultural issues in establishing digital businesses. Addressing this gap, the aim of this research is to investigate how perceived desirability, perceived feasibility and self-efficacy drive digital entrepreneurial intention among the people of Dhaka City. The study uses Ajzen's Theory of Planned Behaviour and Shapero's Entrepreneurial Event Model to select suitable variables and to establish relationships with entrepreneurial intention. A purposive sampling method was employed to gather information from 107 participants. The factors influencing people's intention to launch new enterprises were investigated using the regression approach. More specifically, to explore whether digital entrepreneurial intention differed across respondent groups, ANOVA was conducted. The findings indicate that perceived desirability is highly significant predictor of digital entrepreneurial intention in Dhaka city, whereas self-efficacy and perceived feasibility do not show statistical significant effect. Policymakers, educators, and business owners will find this study useful in understanding the major theories and elements influencing entrepreneurial intentions in Dhaka. Moreover, organisations will be able to design training programs by following this research that can strengthen aspiring digital entrepreneurs' confidence, inspiration, and perceived business opportunities. This research fills a research gap by showing how self-efficacy, perceived desirability, and perceived feasibility shape digital business mindsets in Dhaka City. Furthermore, this study will be helpful to understand key motivational and psychological factors which have positive influences to start digital businesses.

Keywords: *Digital entrepreneurial intention, entrepreneurship, entrepreneurial intention, Dhaka city*

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INTRODUCTION

Entrepreneurship differs from many other academic topics in that it is studied from the viewpoints of several disciplines (Farhaan, Himel, Kaiser, & Ali, 2025). Entrepreneurship has been defined by scholars with backgrounds in economics, business, management, psychology, and sociology (Prince, Chapman, & Cassey, 2021). In simple terms, entrepreneurship is the creation of an organisation (Hjorth & Holt, 2022). According to Ratten (2023), entrepreneurship is the process of seeing possible business opportunities and investigating them by re-purposing pre-existing resources or creating new ones in order to build and market novel goods and services. Ferrier (2013) added that finding and investigating lucrative prospects is the focus of entrepreneurship. Moreover, (Liñán & Chen, 2009) stated that the finding, development, and investigation of an opportunity constitute the definition of entrepreneurship and entrepreneurial behaviour, and entrepreneurial intention is the best indicator of this behaviour. Strong desire for achievement, higher self-confidence, likelihood of taking risks, artistic ability, self-confidence, self-management, strong dedication, and high energy level are a few qualities of entrepreneurs (Himel, 2019). Successful entrepreneurs serve as role models, inspiring others to pursue their ideas and contribute to economic development. Entrepreneurs raise the standard of living and lower unemployment rates by starting new enterprises that create job opportunities (Dong, Xu, & Cha, 2021).

Digital entrepreneurship refers to the practice of identifying business opportunities, creating value, and launching commercial enterprises by using digital technologies and the internet. It is an important driver of employment, economic growth, and innovation due to the rapid growth of mobile applications, e-commerce, social media and digital payment systems. Figure 1 shows the positions of a few Asian countries on the Asian Development Bank's Global Index of Digital Entrepreneurship Systems (GIDES). Bangladesh performs poorly in areas including innovation, start-up support, digital infrastructure, and regulation, as evidenced by its ranking of 96th out of 113, while Malaysia ranked 27th, much lower than Singapore, which ranked 1st (Zaman, 2022). Obstacles for digital businesses include a lack of digital skills, poor infrastructure, and restricted finance. Dhaka is the capital of Bangladesh. In Dhaka, internet accessibility is better than in other parts of Bangladesh. For company owners, particularly in cities like Dhaka, online social networking provides an affordable, easily accessible way to reach clients, advertise their businesses, and expand their infrastructure.

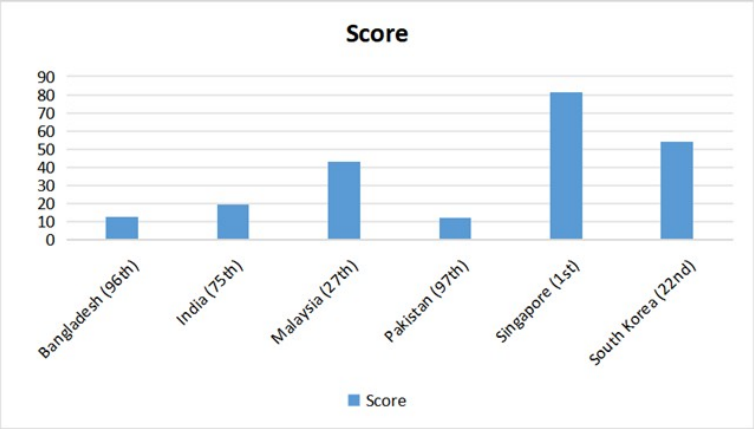


Figure 1 *Global Index of Digital Entrepreneurship Systems*

(Note. Adapted from "Digital entrepreneurship system: Bangladesh 96th among 113 economies," by N. T. Zaman, 2022, The Business Standard (https://www.tbsnews.net/economy/digital-entrepreneurship-system-bangladesh-96th-among-113-economies-500854).)

As digital technology has improved, so too has people's online buying. Social media sites like Facebook have emerged as the preferred marketplace for local business owners in Dhaka because of their ability to create business pages and display goods ranging from electronics and home decor to apparel and accessories. With so many young entrepreneurs producing unique collections and engaging with both local and international customers, Instagram shops have become increasingly popular in Dhaka (Enam, Azad, & Afrin, 2024). Digital enterprises are one of the most popular types of social media entrepreneurship in Dhaka. Facebook pages and Instagram stores are used by many small ventures to offer handcrafted goods, clothing, accessories, and cosmetics. As digital payment platforms like bKash and Nagad have grown in popularity, transactions are now considerably more friction-less (Islam, Islam, & Chowdhury, 2025). Influencer marketing on social media in Dhaka increases entrepreneurship by introducing small corporations to prospective customers, improving brand recognition and credibility, and speeding up start-up growth while encouraging creativity and new business endeavours.

Ayman Sadiq is a famous digital entrepreneur in Bangladesh, and graduated from Dhaka University. He established an Edutech company named 10 Minute School, which provides services through online as well as offline platforms. He provides free and affordable online education and skill development courses to the millions of students across Bangladesh. He observed that many students in Bangladesh don't get sufficient exam preparation resources, and many of the students are deprived of skill development facilities; therefore, Ayman thought to establish a digital platform where students can get free or low-budget access to educational resources. He thought that he would be able to communicate with people online, and he made his dream a success. Leveraging internet infrastructure in Bangladesh, Ayman used Facebook and YouTube with zero hosting cost to distribute content across the country. Another example is Hussain M Elius. He is the co-founder of Pathao, an app-based digital services company. Hussain and his partners faced challenges when they started the business due to a low budget, transportation issues, traffic jams, etc. A few motorcycles, Facebook, and Excel were used to run the business, and the organization was struggling. They had the confidence that they would be able to establish their company with minimal resources. They had a target to establish their own brand. Over time, this company gradually developed in logistics, ride-sharing, and digital services. Nowadays, Pathao is considered the leading ride-sharing company in Bangladesh.

Research Problem

Digital businesses are becoming popular in Dhaka city day by day. People use smartphones and mobile financial service platforms, like bKash and Nagad, which are widely used (Ehsan, Feroz, Chowdhury, & Noor, 2024); however, people encounter problems, including unclear business rules, tough competition, poor logistics or internet support etc. It is necessary to investigate the factors that can drive digital entrepreneurship and can help solve the problems. Moreover, digital entrepreneurship can play a vital role in reducing the unemployment problem in Dhaka city. So, it is necessary to investigate the factors that have an influence towards digital entrepreneurship. Digital entrepreneurs are facing problems in their businesses due to cultural issues, financial constraints, traditional job culture, online bullying, etc. There is demand of time to research the major drivers of digital entrepreneurship so that it is possible to use those drivers in economic development.

People find it difficult to identify opportunities, initiate digital businesses and overcome challenges that can influence digital entrepreneurial intention; this requires more research on self-efficacy. Secondly, digital entrepreneurship is a good career option, but it is unclear whether people accept it as an attractive career, so it is necessary to explore the relationship between perceived desirability and digital entrepreneurial intention. Thirdly, it is necessary to discover the relationship between perceived feasibility and digital entrepreneurial intention, as knowledge, resources, skills, and opportunities influence perceived feasibility. By comprehending these factors, key opportunities and obstacles can be identified that have not been identified yet. It is necessary to discover how self-efficacy, perceived desirability and perceived feasibility affect digital entrepreneurial intentions. This research is conducted based on the following question:

Research Question

How do perceived desirability, perceived feasibility and self-efficacy determine digital entrepreneurial intention among aspiring entrepreneurs in Dhaka City?

Novel Contribution

Policymakers, educators, and business owners will find this study useful in understanding the major theories and elements influencing entrepreneurial intentions in Dhaka. Most significantly, however, this research fills a research gap by showing how self-efficacy, perceived desirability, and perceived feasibility shape digital business mindsets in Dhaka City. Furthermore, this study will be helpful to understand key motivational and psychological factors which have positive influences to start digital businesses.

LITERATURE REVIEW

Self-Efficacy

Self-efficacy, or the conviction that one can succeed, has a big impact on entrepreneurial intentions. Because it promotes optimism and dispels scepticism, studies demonstrate a substantial correlation between self-efficacy and the establishment of new ventures (Tan, Suhaida, & Leong, 2013). Self-efficacy is a key component of perceived behavioural

control, expressing a person's belief in their ability to perform the intended behaviour. Business opportunities can be identified and evaluated by the people with strong self-efficacy that increase their intentions to become entrepreneurs (Krueger Jr & Brazeal, 1994).

Perceived Feasibility

An individual can parsimoniously identify the antecedents of entrepreneurial intentions based on their appraisal of the opportunity's feasibility and desirability (Fitzsimmons & Douglas, 2011). According to Krueger and Carsrud (1993), perceived behavioural control is linked to feasibility, which is an individual's evaluation of the external ease or practicality of executing the intended behaviour. Perceived feasibility makes individuals believe that they can do entrepreneurial tasks. According to AbdulMumin, Ringim, Abdullahi, and Musa (2024), entrepreneurial intention is greatly increased by positive feasibility assumptions, such as confidence in one's skills and the opportunities that are available.

Perceived Desirability

Perceived desirability refers to how much a person actually wants to start and establish a venture to achieve their goals. Attitude can be transformed into entrepreneurial intentions, whereas perceived desirability works as a motivational factor. Ajzen's attitude and subjective norm variables can explain perceived desirability. Perceived desirability for entrepreneurship can be influenced by cultural and traditional matters, social background, family, friends, etc. (Ranga, Jain, & Venkateswarlu, 2019).

Digital Entrepreneurial Intention

Intentions are the best predictors of behaviour since they are formed from attitudes (Krueger Jr, Reilly, & Carsrud, 2000). On the other hand, attitudes originate from foreign factors. In other words, intentions, which in turn are anticipated by attitudes, predict behaviour. Intentions therefore serve as a motivator or a bridge to action (Wibowo, Narmaditya, Sebayang, Mukhtar, & Shafiai, 2023).

Digital spaces offer an environment that stimulates the improvement of entrepreneurial intentions by lowering barriers to entry and encouraging engagement (Hsieh & Wu, 2019).

Ajzen's Theory of Planned Behaviour (TPB)

Being an entrepreneur is a conscious decision, not an impulse. Because it provides a clear framework for researching planned entrepreneurial activity and successfully predicts purpose by combining personal and social characteristics, entrepreneurial intention is often explained by Ajzen's Theory of Planned Behaviour (TPB). TPB is modelled by Ajzen and explains how cultural and social environments influence people's behaviour (Ajzen, 1991).

According to Ajzen's Theory of Planned Behaviour (TPB), attitude towards entrepreneurship (personal belief in entrepreneurial behaviour), perceived behavioural control (assessment of the action's ease or difficulty), and subjective norms (influence of peers or important others) can influence entrepreneurial intention (Su et al., 2021). TPB provides a strong framework for comprehending and influencing behavioural change and directing successful interventions by taking attitude, social norms, and perceived control into account (Sok, Borges, Schmidt, & Ajzen, 2021).

After modifying the theory of planned behaviour, entrepreneurial behaviour can be achieved (Krueger Jr et al., 2000). Figure 2 shows how entrepreneurial behaviour can be achieved through self-efficacy, perceived feasibility, and perceived desirability.

External influences like, traits, unemployment, uncertain business climate can influence intentions. To measure entrepreneurial activity, external influences are essential to consider (Krueger & Carsrud, 1993). Although the roles of external influences may be small, these influences contribute to determining entrepreneurial behaviour by affecting people's attitudes and how they turn intentions into actions.

Shapero's Model of Entrepreneurial Event (SEE)

Shapero created a model that describes how factors influence entrepreneurial intentions, which is called Shapero's Model of Entrepreneurial Event. According to this theory, perceived desirability, perceived feasibility and propensity to act are the three most important elements that can affect a person's intentions to launch a business (Ngugi, Gakure, Waithaka, & Kiwara, 2012).

Perceived desirability is considered the motivation and the magnetism of business, and perceived feasibility is the certainty that one can succeed. Moreover, the term "propensity to act" describes a person's willingness to assume leadership roles and pursue their business objectives. According to Shapero, these factors combine to affect a person's probability of moving from intention to real entrepreneurial activity.

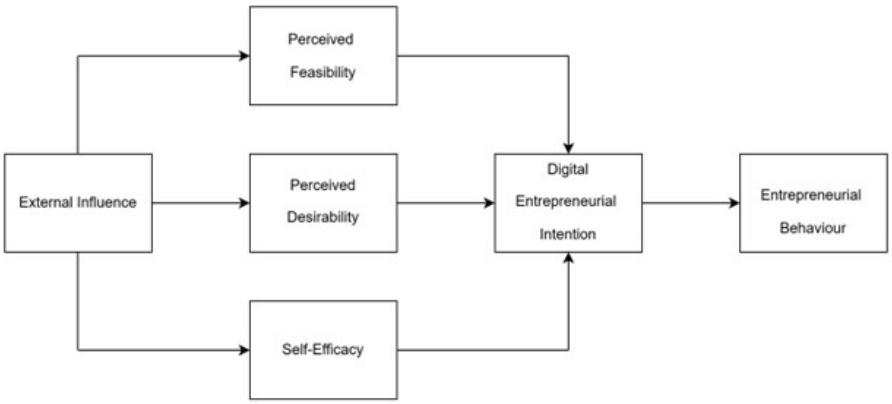


Figure 2 *Theoretical Framework (simplified)*

Comparing & Contrasting the Models

There are numerous parallels between TPB and SEE. A conceptual element pertaining to perceived self-efficacy is included in both (perceived feasibility in SEE; perceived behavioural control in TPB). The other two TPB attitude variables represent the perceived desirability of SEE. People who have the talents but no goals may not be able to forecast their entrepreneurial intention based just on positive attitudes. For example, a lot of competent people never started planned businesses (Krueger Jr et al., 2000). Shapero's Entrepreneurial Event Model fills this gap by adding a volitional component that other behavioural theories do not include: the propensity to act (Neupane, Lawati, & Khatri, 2026).

Although there are several variables in TPB & SEE, three important variables (perceived feasibility, perceived desirability, self-efficacy) have been chosen for this research.

According to the framework (Figure 2), external influences change perceived desirability, self-efficacy, and perceived feasibility, which in turn can affect entrepreneurial intention (digital). Finally, entrepreneurial intention (digital) influences entrepreneurial behaviour (Krueger & Carsrud, 1993).

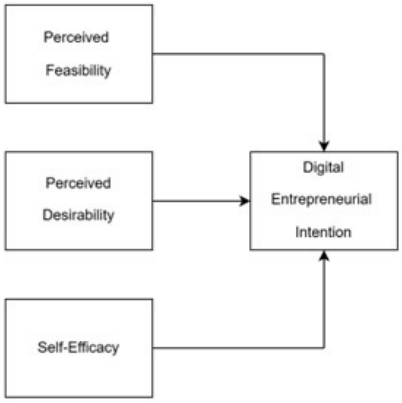


Figure 3 *Conceptual Framework*

METHODOLOGY

The study technique for this work, including the hypotheses, research design, sampling, independent and dependent variables, and data analysis, will be covered in this part.

Hypotheses

Hypotheses are made for the investigation accordingly,

$H1$: Self-efficacy has a significant positive effect on digital entrepreneurial intention in Dhaka City.

$H2$: Perceived feasibility has a significant positive effect on digital entrepreneurial intention in Dhaka City.

$H3$: Perceived desirability has a significant positive effect on digital entrepreneurial intention in Dhaka City.

Research Design & Sampling Procedure

Purposive sampling, a non-probability sampling technique, was the sampling method employed in this investigation. To select the respondents, three predetermined criteria were used:

1. Residents of Dhaka City
2. Aspiring entrepreneurs
3. Basic experience of using digital platforms

107 people who fit these requirements and agreed to fill out a structured questionnaire were selected as respondents. The questionnaire was forwarded to the respondents through an online Google form, and the form was posted in relevant Facebook groups. This was the primary data selection method. In addition, the internet, books, journals and articles were used to gather secondary data.

Independent & Dependent Variables

Perceived feasibility, self-efficacy, and perceived desirability are the independent variables in this research, whereas digital entrepreneurial intention is the dependent variable. Figure 3 shows a conceptual framework that has been developed from theory and previous research. It shows what relationships will be investigated in this research.

Scales were taken from Ngugi et al. (2012) to measure perceived desirability and perceived feasibility. Moreover, scales were taken from De Noble, Jung, and Ehrlich (1999) and Liñán and Chen (2009) to measure self-efficacy and digital entrepreneurial intention, respectively. The scales were adjusted to fit the research.

The relationships of independent and dependent variables can be expressed through a multiple linear regression equation,

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + E \tag{1}$$

Y = Digital Entrepreneurial Intention

β_0 = Intercept (constant); the expected value of Y when all X's are 0

β_1,β_2,β_3 = Regression coefficients

X_1 = Self-efficacy, X_2 = Perceived Feasibility, X_3 = Perceived Desirability

E = Error (variations that are not explained in the model)

Data Analysis Techniques

To investigate associations and evaluate hypotheses, SPSS software was used for descriptive statistics, Pearson correlation, reliability testing (Cronbach's alpha), and multiple linear regression analysis.

RESULTS & DISCUSSION

Table 1 shows that 37.4% of the research participants are female and 62.6% are male. Furthermore, 42.1% of the population is between the ages of 21 and 30. Additionally, it is evident that 53.3% of respondents had earned bachelor's degrees. Moreover, it can be seen that 47.7% of respondents were part-time employees.

Table 1 *DESCRIPTIVE DATA*

Demographics		Frequency	Percent
Gender			
	Male	67	62.6
	Female	40	37.4
Age			
	Below 20	8	7.5
	21–30	45	42.1
	31–40	35	32.7
	41–50	3	2.8
	Above 50	16	15.0
Education			
	HSC / A Levels	16	15.0
	Bachelor's	57	53.3
	Master's	28	26.2
	PhD	6	5.6
Occupation			
	Student	9	8.4
	Employed (part-time)	51	47.7
	Employed (full-time)	13	12.1
	Businessman	21	19.6
	Unemployed	13	12.1

Table 2 demonstrates that Cronbach's alpha values are above 0.8, signifying strong reliability appropriate for additional analysis (Edelsbrunner, Simonsmeier, & Schneider, 2025). Therefore, it can be said that the questionnaire is consistent in measuring each individual construct for both the independent and dependent variables (Oakshott & Kotiadis, 2026).

Table 2 *RELIABILITY ANALYSIS OF CONSTRUCT*

Variable	Cronbach's Alpha	Items
Digital Entrepreneurial Intention	0.811	5
Perceived Desirability	0.833	5
Perceived Feasibility	0.812	5
Self-efficacy	0.854	5

Table 3 displays a positive correlation between all three independent variables and the dependent variable. Perceived desirability demonstrates a positive link (r = 0.419), suggesting that perceived desirability and digital entrepreneurial intention have a moderate, positive and statistically significant relationship with each other. Moreover, self-efficacy demonstrates a positive link (r = 0.453), suggesting that self-efficacy and digital entrepreneurial intention have a moderate, positive and statistically significant relationship with each other. Furthermore, perceived feasibility demonstrates a positive link (r = 0.677), suggesting that perceived feasibility and digital entrepreneurial intention have a moderate, positive and statistically significant relationship with each other.

Table 3 *PEARSON'S CORRELATION TEST*

Dependent Variable: Digital Entrepreneurial Intention			
Independent Variables	r	Sig.	N
Perceived Desirability	0.419**	0.000	107
Self-efficacy	0.453**	0.000	107
Perceived Feasibility	0.677**	0.000	107

**Correlation is significant at the 0.01 level (2-tailed)

Table 4 reveals a substantial positive association between the independent components (perceived feasibility, self-efficacy, and perceived desirability) and the dependent variable (digital entrepreneurial intention), as shown by the R value of 0.683 (Gan & Liu, 2025). The R-Squared value of 0.466 indicates that the combined effects of perceived desirability, self-efficacy, and perceived feasibility can explain 46.6% of the variation in entrepreneurial intention. 53.4% of the variance was not explained, suggesting that additional factors such as personality traits, contextual impacts, and outside support networks may also be quite important (Bougie & Sekaran, 2025).

Table 4 *MULTIPLE LINEAR REGRESSION: MODEL SUMMARY*

Model	R	R^2	Adj. R^2	Std. Error
1	0.683[a]	0.466	0.451	0.62201

a. Predictors: (Constant), Perceived Feasibility, Self-efficacy, Perceived Desirability
b. Dependent Variable: Digital Entrepreneurial Intention

In Table 5, the F-statistic of 30.010 with a significance level (p-value) of .000 indicates that the overall regression model is statistically significant. The result suggests that the combination of the predictors perceived desirability, self-efficacy, and perceived feasibility significantly predicts digital entrepreneurial intention.

Table 5 *ANOVA FOR REGRESSION MODEL*

Source	SS	df	MS	F	Sig.
Regression	34.832	3	11.611	30.010	.000[b]
Residual	39.850	103	0.387		
Total	74.682	106			

a. Dependent Variable: Digital Entrepreneurial Intention
b. Predictors: (Constant), Perceived Feasibility, Self-efficacy, Perceived Desirability

In Table 6, digital entrepreneurial intention is significantly and positively predicted by perceived desirability (β = .614, p < .001), whereas self-efficacy (β = .110, p = .214) and perceived feasibility (β = .003, p = .978) do not have significant effects.

Table 6 *REGRESSION COEFFICIENTS*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig. (P)
	B	Std. Error	Beta		
1 (Constant)	.754	.329		2.296	.024
Self-Efficacy	.113	.091	.110	1.250	.214
Perceived Feasibility	.003	.101	.003	.028	.978
Perceived Desirability	.677	.107	.614	6.306	.000

$$Y = 0.754 + 0.113X_1 + 0.003X_2 + 0.677X_3 + E \tag{2}$$

Equation (2) is a multiple linear regression equation that describes how the dependent variable (Y) is influenced by the independent variables (X_1, X_2, X_3). 0.754 is the constant. E is the error term that can bring variation in the value of Y, and the influence of E is not explained in the model. In summary, this model says that perceived desirability (X_3) has the strongest positive influence on Y, whereas self-efficacy (X_1) and perceived feasibility (X_2) have less positive influence.

Table 7 *FINAL HYPOTHESIS TESTING RESULTS*

No.	Hypotheses	Results	Reason
H1	Self-efficacy has a significant positive effect on digital entrepreneurial intention in Dhaka City.	Rejected	$p > 0.05$
H2	Perceived feasibility has a significant positive effect on digital entrepreneurial intention in Dhaka City.	Rejected	$p > 0.05$
H3	Perceived desirability has a significant positive effect on digital entrepreneurial intention in Dhaka City.	Accepted	$p < 0.001$

LIMITATIONS & STUDY FORWARD

This study, like many social research studies, has limitations. Like previous studies in the literature, this research focuses on intentionality. Future intentions might not materialise into actions (Krueger Jr et al., 2000). Even if a survey participant expressed a strong desire to launch their own company, they can choose to pursue a completely different career path in future. The study also ignores other potential environmental or psychological factors that can influence entrepreneurial attitudes in favour of concentrating solely on self-efficacy, perceived desirability, and perceived feasibility. Moreover, the sample size in this research was 107, and the results may be different if a much larger sample had been used.

This research focused only on self-efficacy, perceived desirability, and perceived feasibility as independent variables; however, future research could evaluate other components. Moreover, although this study used quantitative methodologies, future research can be done through qualitative techniques, such as focus groups or interviews which can provide deeper insights into entrepreneurship (Sardana, Shekoohi, Cornett, & Kaye, 2023). Furthermore, technology adaptation and digital literacy can be the focus of future research. It will be possible to understand the factors that influence entrepreneurial intentions in Dhaka's digital environment by investigating how people use digital platforms and adopt new technologies, which needs to be examined in future research. Finally, future research can be done by using moderating variables; such as digital infrastructure, social networking, financial inclusion etc. those might have influence on the pathways of self-efficacy, perceived desirability and perceived feasibility towards digital entrepreneurial intention.

CONCLUSION

Bangladesh is moving towards its vision, which is 'Smart Bangladesh', so it is necessary to establish a digitally driven economy. This research is beneficial to the entrepreneurs who wish to establish digital businesses. Moreover, this research will be useful for any type of start-up project. Ajzen's Theory of Planned Behaviour and Shapero's Entrepreneurial Event Model are used in this research, which shows how the environment, unemployment, and resources impact entrepreneurial intention and offers a foundation for future research in digital entrepreneurship. Policymakers, educators, and business owners can use this research to improve entrepreneurship programs by addressing the perceived feasibility, perceived desirability, and self-efficacy influenced by digital platforms among prospective entrepreneurs in Dhaka.

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APPENDIX: MEASUREMENT ITEMS

a. Perceived Desirability (Ngugi et al., 2012)

(a) I learn and understand the economic, financial and business landscape to start a new digital business.

(b) I believe that entrepreneurs can contribute to economic growth of a community or a country that encourages me towards digital business.

(c) I prefer to establish my own digital business rather than being employed by someone.

(d) I have sufficient skills, practical knowledge, resources and leadership capability that inspire me to run a digital business.

(e) I am preparing myself to start my own digital business within the next few years.

b. Perceived Feasibility (Ngugi et al., 2012)

(a) I think that I will get sufficient loans to start a new digital business.

(b) I am confident that I will get IT support, operational guidance and technological access when I start a new digital business.

(c) I will get sufficient strategic, legal, financial and other consulting services for my new digital business.

(d) I understand that government policies do not contradict my digital business strategies.

(e) I know that I will get sufficient product and technical training for myself and my team members if I start a new digital business.

c. Self-Efficacy (De Noble et al., 1999)

(a) I can identify new market opportunities when there are new products and services.

(b) I am able to differentiate areas for potential growth.

(c) I understand the demand of customers for new products and services.

(d) I can develop the strategies of businesses.

(e) I can bring new product and service concepts to market in a timely manner.

d. Digital Entrepreneurial Intention (Liñán & Chen, 2009)

(a) I want to become a digital entrepreneur in my professional life.

(b) I will try my best to become a digital entrepreneur.

(c) I am determined to create a digital business in future.

(d) I am ready to do anything to be a digital entrepreneur.

(e) I have a firm intention to start a digital business someday.