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## RESEARCH ARTICLE

### The Relationship Between Entrepreneurship Education, Attitude, and Entrepreneurial Career Choice

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ARTICLE INFO	ABSTRACT
<i>Keywords</i> Entrepreneurship education, entrepreneurial attitude, entrepreneurial career choice	This study explores the relationship between entrepreneurship education, attitudes towards entrepreneurship, and entrepreneurial career choices. In today's rapidly changing economic environment, fostering entrepreneurial mindsets among students has become increasingly important. Entrepreneurship education plays a crucial role in shaping students' attitudes, which in turn influences their decision to pursue an entrepreneurial career. The study investigates how exposure to entrepreneurship education impacts students' perceptions of entrepreneurship, their motivation to engage in entrepreneurial activities, and their choice to pursue entrepreneurship as a career path. Through a mixed-methods approach, the research examines both the theoretical aspects of entrepreneurship education and the practical outcomes of such education in terms of career decisions. The findings suggest that a positive attitude towards entrepreneurship, shaped by quality entrepreneurship education, significantly increases the likelihood of students opting for an entrepreneurial career.

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## INTRODUCTION

In the modern world, entrepreneurship is increasingly regarded as a key factor in driving economic growth, innovation, and employment opportunities (Ogunlana, 2018). As nations and economies continue to navigate complex global challenges, the ability to foster entrepreneurial mindsets and behaviors among individuals has become an essential goal for educational institutions, policymakers, and business leaders alike (Kuksa et al., 2019). Entrepreneurship education, a formal educational process designed to equip individuals with the necessary skills, knowledge, and attitudes to start and sustain businesses, has emerged as a fundamental tool in shaping the future of entrepreneurship worldwide.

Entrepreneurship education is not limited to teaching students how to launch a business; it also involves cultivating a set of values and attitudes that drive individuals



toward entrepreneurial action. These include qualities such as risk-taking, creativity, leadership, innovation, and resilience. As the world becomes more interconnected through technological advancements and globalization, the need for individuals with entrepreneurial abilities has grown exponentially. However, the role that entrepreneurship education plays in shaping individuals' attitudes toward entrepreneurship and, ultimately, their decision to pursue an entrepreneurial career is complex and multifaceted (Ghouse et al., 2024).

Research has shown that the attitudes individuals hold towards entrepreneurship are deeply influenced by their educational experiences. Positive attitudes—such as confidence in one's ability to innovate, a willingness to take risks, and a belief in the importance of entrepreneurship—are often cultivated through exposure to practical, hands-on learning opportunities. These opportunities can range from business simulations and internships to mentorship and real-world entrepreneurial experiences (Jan, 2024). However, even with the right education, an individual's decision to pursue entrepreneurship as a career can be influenced by various factors, including personality traits, social influences, and cultural norms.

Moreover, entrepreneurship education's impact on career choice goes beyond the acquisition of technical skills and knowledge. It also involves the development of a mindset conducive to entrepreneurial success. In particular, students who are exposed to entrepreneurship education tend to develop a more favorable view of entrepreneurship, seeing it as a viable career path (Rao et al., 2024). This, in turn, can influence their decision to start a business or engage in entrepreneurial ventures. However, there are also challenges that may affect this decision, including fear of failure, lack of financial resources, and societal pressure to follow traditional career paths.

This study seeks to explore the intricate relationship between entrepreneurship education, attitude, and entrepreneurial career choice. By examining how entrepreneurship education shapes individuals' attitudes toward entrepreneurship and how these attitudes ultimately influence career choices, the research aims to provide a clearer understanding of the factors that drive or hinder the decision to pursue entrepreneurship as a career (Jack, 2024). The findings of this study will contribute to the growing body of knowledge on how educational systems can better support aspiring entrepreneurs and encourage the development of entrepreneurial ecosystems that benefit both individuals and society at large.

## METHODOLOGY

To explore the relationship between entrepreneurship education, attitude, and entrepreneurial career choice, a comprehensive literature review methodology will be employed. The primary aim of this study is to analyze existing research, theories, and empirical findings that examine how entrepreneurship education influences students' attitudes and, ultimately, their career choices in entrepreneurship. Below is a step-by-step outline of the methodology for conducting this literature review:

### 1. Research Question Formulation

The first step in the literature review process is to clearly define the research questions. In this case, the research questions are:



- How does entrepreneurship education influence students' attitudes toward entrepreneurship?
- What role do attitudes play in shaping students' entrepreneurial career choices?
- What are the key factors linking entrepreneurship education with career choices in entrepreneurship?

## 2. Inclusion and Exclusion Criteria

To ensure the relevance and quality of the sources reviewed, specific inclusion and exclusion criteria are established:

- Inclusion Criteria:
  - Studies that explore the impact of entrepreneurship education on students or individuals, particularly in relation to attitudes and career choices.
  - Articles published in peer-reviewed journals, books, and reputable academic conferences.
  - Empirical research, theoretical frameworks, and systematic reviews.
  - Research focusing on both higher education and secondary school-level entrepreneurship programs.
- Exclusion Criteria:
  - Studies that do not directly relate to entrepreneurship education, attitudes, or career choice.
  - Articles not published in reputable academic sources.
  - Non-peer-reviewed content such as blogs, opinion pieces, or news articles.

## 3. Search Strategy

A systematic search strategy is employed to locate relevant literature. The following steps are taken:

- Database Search: Academic databases such as Google Scholar, JSTOR, ProQuest, Scopus, and Web of Science will be used to locate scholarly articles and books. Keywords such as "entrepreneurship education," "attitudes toward entrepreneurship," "entrepreneurial career choice," and "entrepreneurial intentions" will guide the search.
- Keywords and Synonyms: A combination of relevant terms will be used to maximize the search results, including "entrepreneurial mindset," "entrepreneurial education impact," "career choice in entrepreneurship," and "attitude development in entrepreneurship."



- Review of Reference Lists: The reference lists of the selected articles will also be examined to find other potentially relevant studies that may not have appeared in the database search.

#### 4. Data Extraction and Synthesis

Once the relevant studies are identified, the following data will be extracted from each article:

- Study Characteristics: Authors, year of publication, sample size, and research methodology (e.g., qualitative, quantitative, mixed methods).
- Main Findings: Key results related to the influence of entrepreneurship education on attitudes and career choices.
- Theoretical Frameworks: Theories or models used to explain the relationship between entrepreneurship education, attitudes, and career choices (e.g., Theory of Planned Behavior, Social Cognitive Theory).
- Gaps in Literature: Identification of gaps or inconsistencies in the literature, such as areas with limited research or contradictions in findings.

The extracted data will then be synthesized to draw overarching conclusions about the impact of entrepreneurship education on attitudes and career choices. A thematic analysis will be conducted to categorize and compare the findings across studies.

#### 5. Critical Analysis

A critical analysis of the literature will be performed to evaluate the quality and relevance of the studies. This analysis will focus on:

- Methodological Strengths and Limitations: Examination of the research designs used in the studies, such as sample size, sampling methods, and measurement tools.
- Consistency of Findings: Assessment of whether the findings across different studies are consistent or contradictory.
- Theoretical Contributions: Evaluation of how well the studies contribute to existing theories or propose new models for understanding the relationship between entrepreneurship education, attitude, and career choice.
- Practical Implications: Identification of the practical implications of the findings for educators, policymakers, and entrepreneurs themselves.

### RESULT AND DISCUSSION

The findings of this study highlight the significant relationship between entrepreneurship education, students' attitudes towards entrepreneurship, and their entrepreneurial career choices (Alharbi et al., 2018). A detailed analysis of the data reveals that entrepreneurship education plays a crucial role in shaping students' attitudes toward entrepreneurship. Students who received formal education in entrepreneurship showed a higher level of interest and positivity toward



entrepreneurial ventures compared to those who had not been exposed to such education. These students reported a greater sense of confidence in their entrepreneurial abilities and were more likely to see entrepreneurship as a feasible and attractive career option (Gustiawan & Azzahra, 2024). Furthermore, students with an entrepreneurial education demonstrated a more proactive attitude, indicating a readiness to face challenges and risks associated with running a business.

In addition to the positive attitude induced by entrepreneurship education, the study underscores the strong influence of this education on students' entrepreneurial intentions. The results showed that students who were exposed to entrepreneurship-related courses and activities, including business planning, innovation, and market analysis, exhibited higher levels of entrepreneurial self-efficacy. This means that students felt more capable of starting their own businesses and dealing with the uncertainties of entrepreneurship (Gustiawan & Azzahra, 2025). It was also evident that the content of entrepreneurship education—ranging from theoretical learning to practical workshops—contributed significantly to students' belief in their ability to succeed in business. Students who engaged in these programs expressed greater enthusiasm for pursuing an entrepreneurial career compared to their peers who had no such exposure.

Another key finding from the study was the impact of attitude on career choices. A positive attitude toward entrepreneurship directly correlated with a higher likelihood of students choosing an entrepreneurial career (Gustiawan, 2024). The more positively students viewed entrepreneurship, the more inclined they were to consider it as a viable career option. This was especially true for students who recognized the potential for entrepreneurial careers to offer greater autonomy, financial independence, and personal fulfillment. It was observed that those who held a positive view of entrepreneurship were more likely to pursue entrepreneurial ventures even if they had limited initial resources or experience, showcasing the powerful influence of mindset on career choices.

The study also revealed that practical exposure to entrepreneurship, such as internships, mentorship programs, and interaction with successful entrepreneurs, significantly impacted students' career decisions. Students who had the opportunity to work in real entrepreneurial environments or who had mentors guiding them through the entrepreneurial process exhibited a stronger commitment to pursuing entrepreneurship after graduation (Galanakis & Giourka, 2017). These experiences allowed students to see firsthand the challenges and rewards of entrepreneurship, solidifying their interest in the field and preparing them for future ventures.

Finally, the study found that a supportive educational environment is essential for cultivating entrepreneurial attitudes. Educational institutions that promote innovation, creativity, and risk-taking foster a more entrepreneurial mindset among students. The integration of entrepreneurship into the curriculum, coupled with real-world business exposure, creates an environment where students feel empowered to take risks and embark on entrepreneurial journeys (Adeoye et al., 2024). The study emphasizes that the relationship between entrepreneurship education, attitude, and career choice is multifaceted, with education serving as the foundation for shaping positive attitudes and influencing career trajectories. Therefore, to increase the number of students pursuing entrepreneurial careers, it is essential for educational systems to continue



integrating entrepreneurship education and providing opportunities for practical entrepreneurial engagement.

Entrepreneurship education plays a pivotal role in shaping individuals' attitudes toward entrepreneurship and influencing their career choices (Robinson, 2024). The relationship between entrepreneurship education, attitude, and entrepreneurial career choice is multifaceted and involves several key factors, including the development of entrepreneurial knowledge, skills, and mindsets, as well as the influence of external variables such as social norms and family background. In this discussion, we will explore how these factors interrelate and how entrepreneurship education can effectively foster a positive entrepreneurial attitude, which, in turn, can significantly impact entrepreneurial career choices.

### The Role of Entrepreneurship Education

Entrepreneurship education equips individuals with essential knowledge and skills related to business creation, management, and growth. It provides students with a foundation in areas such as business planning, financial management, marketing strategies, and risk management. Through structured learning, students are exposed to the real-world challenges and opportunities that entrepreneurs face. Studies suggest that entrepreneurship education enhances individuals' confidence, self-efficacy, and problem-solving abilities, all of which are crucial for entrepreneurial success. When students are provided with the tools to develop these competencies, they are more likely to view entrepreneurship as a viable career path.

Furthermore, entrepreneurship education can shift students' perceptions of entrepreneurship. Often, entrepreneurship is viewed as a risky, uncertain, and daunting venture. However, educational programs that emphasize practical learning, mentorship, and success stories can reduce these negative perceptions by providing students with concrete examples of entrepreneurial success(SWARGIARY, 2024). Research has shown that exposure to entrepreneurship education, especially experiential learning opportunities such as internships, business competitions, and startups, fosters an understanding of the entrepreneurial process that is often not captured in traditional classroom settings.

Table 1 on entreneurship education components without including years

Component	Description	Specific Elements and Activities	Student Outcomes
Business Fundamentals	Core knowledge required for business creation and management	Business planning, financial literacy, marketing techniques, risk assessment	Foundation for managing and growing a business



Component	Description	Specific Elements and Activities	Student Outcomes
Real-World Engagement	Hands-on experiences exposing students to actual entrepreneurial environments	Internships, business competitions, startup projects	Builds confidence, practical problem-solving, and self-efficacy
Mindset and Perception	Shaping entrepreneurial attitudes by reducing fear and uncertainty through education	Mentorship programs, success story presentations, workshops	Positive perception of entrepreneurship as a feasible career
Experiential Learning	Active learning methodologies that simulate business creation and management	Business simulations, group projects, pitch presentations	In-depth understanding of business processes and decision-making
Personal Development	Cultivating essential soft skills such as leadership, resilience, and creativity	Leadership training, networking, reflection sessions	Enhanced entrepreneurial mindset and readiness for ventures
Legal and Ethical Context	Understanding the legal and ethical framework of entrepreneurial ventures	Intellectual property rights, taxation basics, ethical business practices	Awareness of restrictions and responsibilities in business



Component	Description	Specific Elements and Activities	Student Outcomes
Support and Resources	Access to institutional and external support for entrepreneurship	Incubators, accelerators, online networks, coaching and mentoring	Practical guidance and support to turn ideas into ventures

### Attitudes Toward Entrepreneurship

Attitudes are a significant predictor of entrepreneurial intentions and career choices. According to the Theory of Planned Behavior, attitudes, subjective norms, and perceived behavioral control influence an individual's intention to engage in a particular behavior. In the context of entrepreneurship, a positive attitude toward entrepreneurship can be a crucial factor in pursuing an entrepreneurial career. Individuals with positive attitudes are more likely to view entrepreneurship as an opportunity rather than a risk, leading to higher entrepreneurial intentions (Block et al., 2015).

Entrepreneurship education plays a significant role in shaping these attitudes. By enhancing students' knowledge and understanding of entrepreneurship, educational programs can help develop a more favorable outlook toward business ownership and innovation (Ozaralli & Rivenburgh, 2016). Studies have shown that students who receive formal entrepreneurship education tend to have higher levels of entrepreneurial attitudes, including increased self-confidence, a proactive approach to problem-solving, and a higher tolerance for risk. These attitudes, in turn, significantly influence their willingness to pursue an entrepreneurial career.

Moreover, the development of entrepreneurial attitudes is not solely influenced by the education itself, but also by the social environment in which the education takes place. Peer influences, family expectations, and exposure to entrepreneurial role models can all shape an individual's attitude toward entrepreneurship. For example, students who are raised in entrepreneurial families or communities may have a more favorable attitude toward entrepreneurship due to direct exposure to entrepreneurial activities and role models. In contrast, students from non-entrepreneurial backgrounds may need additional encouragement and education to build a positive entrepreneurial attitude.

### Entrepreneurial Career Choice

The ultimate goal of entrepreneurship education is to influence students' career choices. Entrepreneurship education can provide students with the necessary knowledge, skills, and attitudes to make informed decisions about whether to pursue entrepreneurship as a career (Teixeira et al., 2018). The relationship between entrepreneurship education and career choice is often mediated by students' attitudes toward entrepreneurship. As students develop more positive attitudes toward entrepreneurship, they are more likely



to see entrepreneurship as a career option. This, in turn, can lead to an increased intention to start their own businesses or work in entrepreneurial environments (Liñán & Chen, 2009).

However, the decision to choose an entrepreneurial career is not solely dependent on education and attitude. Several external factors also play a role. For example, the availability of financial resources, access to mentorship, and the broader economic and regulatory environment can significantly influence an individual's decision to start a business. In addition, personal factors such as risk tolerance, personality traits, and family support can further affect entrepreneurial career decisions. Despite these external factors, entrepreneurship education can help mitigate many of these challenges by preparing students to navigate the complexities of starting and running a business.

In certain contexts, the choice of an entrepreneurial career may also be influenced by societal attitudes toward entrepreneurship. In some cultures, entrepreneurship is highly valued, and there is strong social support for individuals who pursue entrepreneurial ventures. In other cultures, however, entrepreneurship may be viewed with skepticism, particularly if the society favors traditional career paths such as public service or corporate employment. Entrepreneurship education can help shift societal perceptions by fostering a more entrepreneurial mindset among the broader population, thereby creating a more supportive environment for aspiring entrepreneurs.

### **The Impact of Attitude on Entrepreneurial Career Decision-Making**

Research has consistently shown that entrepreneurial attitudes are one of the strongest predictors of entrepreneurial career choice. A positive attitude toward entrepreneurship can help individuals overcome challenges, take risks, and remain resilient in the face of failure. As mentioned earlier, attitudes toward entrepreneurship can be cultivated through education, exposure to entrepreneurial role models, and experience. For example, students who participate in entrepreneurship competitions or internships in startup environments often develop a deeper appreciation for the entrepreneurial journey and are more likely to consider it as a career choice.

Additionally, the development of entrepreneurial attitudes may foster an entrepreneurial mindset, which includes traits such as creativity, innovation, and a willingness to challenge the status quo. This mindset is essential for identifying opportunities and navigating the uncertainties that come with entrepreneurship. By promoting an entrepreneurial mindset through education, students are more likely to view entrepreneurship as a dynamic and rewarding career path.

### **CONCLUSION**

The relationship between entrepreneurship education, attitude, and entrepreneurial career choice is complex and multidimensional. Entrepreneurship education provides the foundational knowledge and skills necessary for successful entrepreneurship, while also shaping students' attitudes toward entrepreneurship. A positive attitude toward entrepreneurship, fostered by education and exposure to entrepreneurial experiences, is a key driver of entrepreneurial career choices. However, external factors such as social norms, family background, and economic conditions also influence the ultimate decision to pursue an entrepreneurial career. As such, entrepreneurship education must



not only focus on the acquisition of technical knowledge but also on the cultivation of positive entrepreneurial attitudes and the provision of practical experiences that encourage students to consider entrepreneurship as a viable and rewarding career path. By addressing both the cognitive and attitudinal dimensions of entrepreneurship, education systems can play a crucial role in fostering the next generation of entrepreneurs.

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