

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME**

**THE SUSTAINABILITY-ORIENTED
ENTREPRENEURIAL INTENTION OF STUDENTS
FROM UNIVERSITY OF TRADITIONAL MEDICINE
(MANDALAY)**

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**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
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**A STUDY ON THE SUSTAINABILITY-ORIENTED
ENTREPRENEURIAL INTENTION OF STUDENTS FROM
UNIVERSITY OF TRADITIONAL MEDICINE (MANDALAY)**

ACADEMIC YEAR (2018 - 2023)

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“A thesis is submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)”

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ACCEPTANCE

This is to certify that the thesis entitled “**The Sustainability-Oriented Entrepreneurial Intention of Students from University of Traditional Medicine (Mandalay)**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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ABSTRACT

This study intends to present effect of sustainability-oriented entrepreneurial intention on students from University of Traditional Medicine (Mandalay). The scope of the study covers only 280 students who are attending in University of Traditional Medicine (Mandalay). This study consists of analytical research to analyze the relationship of attitude towards behaviour, subjective norms and behavioural control. In order to meet the research objectives, both primary and secondary data are used. Primary data is collected from these 280 students by survey using structured questionnaire in writing form. Data analysis was conducted and applied both descriptive and linear regression methods. Secondary data are surfed from the documents of University of Traditional Medicine (Mandalay), previous papers and relevant textbooks. The findings of the study indicate that that attitude towards entrepreneurship, behavioural control and individualistic values have significantly positive effect on sustainability-oriented entrepreneurial intentions. There is partial negative moderating effect of individualistic values on relationship between attitude of students and their sustainability-oriented entrepreneurial intention. There is no moderating effect of individualistic values on relationship between subjective norms of students and their sustainability-oriented entrepreneurial intention. There is partial positive moderating effect of individualistic values on relationship between behavioural control of students and their sustainability-oriented entrepreneurial intention.

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LIST OF ABBREVIATIONS

SOE	-	Sustainability-oriented entrepreneurship
UTM	-	University of Traditional Medicine
TPB	-	Theory of Planned Behaviour
WHO	-	World Health Organization
ITC	-	International Trade Centre
UNWTO	-	United National World Tourism Organization
GMP	-	Good Manufacturing Practice
SDGs	-	Sustainable Development Goals
SOEI	-	Sustainability-oriented entrepreneurial intention
SEDA	-	Small Enterprise Development Agency
SEB	-	Sustainability-oriented Entrepreneurial Behaviour
SEI	-	Sustainability-oriented Entrepreneurial Intentions
SOI	-	Sustainability oriented innovation

CHAPTER 1

INTRODUCTION

The concept of sustainability has been introduced as a solution to balance economic development with environmental protection. Sustainability-oriented entrepreneurship is becoming increasingly important, as it provides opportunities for businesses to create social and environmental value, as well as economic value. This study aims to explore the sustainability-oriented entrepreneurial intention of students from the University of Traditional Medicine in Mandalay.

Nowadays, sustainable entrepreneurship is opportunity oriented and aims at generating new products, services, production processes, techniques, and organizational modes which substantially reduce social and environmental impacts and which increase the quality of life. The significance of sustainable entrepreneurship may be considered a unique perspective which links the creation of economic, social and environmental values with an emphasis on the well-being of future generations. Companies which are considering environmental as well as social aspects are considered to be innovative.

In environmental sustainability, environmental well-being is a dimension of Sustainability that investigates the problems and possibilities of managing Natural Capital at a sustainable level (Spangenberg, 2002). Spangenberg defines environmental capital as “the sum of all bio-geological processes and the elements involved in them” (2002). Examples of natural capital include animals, vegetation and water. Therefore, environmental well being describes the effect of environmental change on human life and other life forms (Sheth et al. 2011). The environment dimension has been measured by standards of freshwater, agriculture, urban development, fisheries, biodiversity etc (UN: CSD, 2001)

Sustainability-oriented entrepreneurship (SOE) purposes as a multidimensional construct that offers researchers the possibility of empirically testing their theoretical proposals in the sustainable entrepreneurship field. The authors propose an integration of different theories. In accordance with the dynamic capabilities view, SOE is approached under an organizational paradigm of strategic orientations delimited by competitive culture and multiple orientation perspectives.

The intensity of SOE' pressures to engage in sustainability vary from firm to firm based on their ownership structure (Aguilera et al., 2007, Ntim and Soobaroyen, 2013, Voinea et al., 2019). SOEs are likely to invest more in sustainability initiatives due to either instrumental (self-interest driven) or relational (stakeholder value and legitimacy) motives.

Furthermore, SOE's nature is conceived at a firm-based entrepreneurship level and is based on an integrated triple bottom line sustainability. This approach is conceptualized using a categorization scheme and defined in accordance with the organizational predisposition perspective. Several research lines are proposed, all based on relational models with SOE as the key concept.

Ajzen (1991) identified "intentions to perform behaviours of different kinds can be predicted with high accuracy from attitudes towards the behaviour, subjective norms, and perceived behavioural control". In this study, sustainability-oriented entrepreneurial intention can be influenced by only three influencing factors (attitude towards sustainable behaviour, subjective norms, and their behavioural control) and it is measured by the individualistic values based. Understanding sustainability-oriented entrepreneurial intention is especially important.

Glasman & Albarracin (2006) identified that attitudes had a correlation with future behaviour. Attitude has been used in attempts to account for a wide range of human behaviour, leading to vague and even ambiguous ways of framing the concept and to difficulty in finding valid methods with which to measure attitude (Fishbein & Ajzen, 1975).

Entrepreneurial intention research stems from attitude research. Attitude is said to be an evaluative response. Attitudes would support sustainability. Attitude towards entrepreneurship is the choice of students to become selfemployed rather than employed by an organization. Therefore, high inclination towards entrepreneurship indicates that most of the respondents want to become their own boss than organizational employee (Kolvereid & Isaken, 2006).

Hale, Householder and Greene (2003) report that Fishbein and Ajzen's frustration with the ambiguity led to the development of the Theory of Reasoned Action. This theory seeks to measure and predict behavioural intention using attitude as one variable with subjective norms as the other.

The role of the environment around the business owner also forms entrepreneurial intentions. In the concept of the Theory of Reasoned Action, it is stated as a subjective norm. Subjective standards, namely individual beliefs in standards, the environment and the individual motivation to comply with these standards (Cho & Lee, 2015). Subjective standards are the opinions of other parties which are considered to be important by persons who suggest that certain behaviours may or may not be displayed and motivate or may not exert a willingness to express views or opinions of other parties which are considered important to individuals or who are not here to function as entrepreneurs (Maggino, 2015). The reference group includes all groups which influence the attitude or the behaviour of the person directly (face to face) and indirectly, which is called subjective rules. The reference group has a strong influence on the choice of behaviour for individuals because it is a model in behaviour (Higgs, 2015).

Based on theoretical studies and previous research results, the family is the largest consumer buying company in society and is the subject of extensive research (Rana & Paul, 2017). Family members are the most influential group of people because they are closest to people, in particular in Indonesia. Among other things, their role includes activities to be performed by a person.

From the perspective of influencing behavioural change towards sustainability, this is important as the core aspects of sustainable behaviour are increasingly becoming normative behaviour (McDonald and Oates, 2010). Behavioural control has a strong positive influence on entrepreneurial intention. This means that individuals who have a positive attitude towards entrepreneurship and feel they have control over their behaviour are likely to have a high desire to become an entrepreneur. They may have a strong belief in their ability to face challenges and take risks associated with running their own business. Thus, strong attitudes and self-control are important factors in influencing one's entrepreneurial intention. Thus, perceived behavioural control (PBC) construct within the Theory of planned behaviour (Ajzen, 1985). Behavioural control need to incorporate self-efficacy as well as controllability items that are carefully selected to ensure high internal consistency.

Influencing factors (attitude towards sustainable behaviour, subjective norms, and their behavioural control) are acclimated to measure individualistic values. Otherwise, investigating factors influencing the individualistic values and analyze the relationship between sustainability-oriented entrepreneurial intention and their individualistic values.

The role of individualistic values and motivations in understanding the entrepreneurial cognitive process deserves closer attention. Values and motivations are closely related, since both of them are linked to the notion of goals. The higher the importance attached to a goal, the more likely the person will form action plans to achieve it. How values and motivations could be integrated into the predominant entrepreneurial intention model. In particular, they may be instrumental in overcoming the barriers and obstacles toward effective start-up help to explain the formation of intention antecedents and also moderate their effect on the entrepreneurial intention by pointing into the possibility that values and motivations may also play a role in the intention–action link.

Given the cost-prohibitive nature of environmental restoration in poorer nations, this study has significant implications for these countries. By promoting sustainability-oriented entrepreneurship, these countries can create economic opportunities while simultaneously addressing environmental challenges. Overall, this study has the potential to contribute to the social, economic, and environmental development of society.

The extensive support education or degrees for entrepreneurship is at the crucial role in the social and economic development of today's society (Atiase et al. 2018; Medeiros et al. 2020). While entrepreneurial growth offers consumers a wide range of product options, this growth through industrialization is alarming environmental degradation (including pollution, land degradation, natural resource depletion, climate change, and global warming (Halkos and Polemis 2017; Gulistan et al. 2020).

For poorer nations, environmental restoration is cost prohibitive. For instance, the annual cost of environmental degradation to Zimbabwean society in 2017 was estimated at USD 382 million, around 6 per cent of the country's gross domestic product at the time (United Nations Convention to Combat Desertification 2017). It is suggested that the call for businesses to pursue a balance of environmental, economic, and social value creation (also known as sustainable entrepreneurship).

Higher education institutions contribute to the sustainability by preparing future generations through creating opportunities to study the latest advancements and developmental requirements for sustainable communities (Habib et al. 2021). In many industrialized nations, higher education institutions offering entrepreneurship training and education are reorienting their educational curricula to inspire their students and graduates to pursue sustainable business (Lourenço et al. 2012).

In Germany, for example, state-owned universities have increasingly taken a leading position in regional and economic sustainability in recent years through university-related funding programmes for sustainable management in addition to teaching and research activities (Wagner et al. 2021).

In developing countries, recently, the new trend at the higher education institutions is sustainable entrepreneurship education. Students should have the opportunity to broaden their perspectives on doing business through sustainability concern. For long-term growth of country's economy, entrepreneurs must consider the sustainable entrepreneurship (creating economic value while sustaining environmental and social values).

In Myanmar, the University of Traditional Medicine (Mandalay) is offering the courses which enable the students to do businesses in Traditional Medicine industry. In this university, to sustain the natural resources (herbs and other scarce natural resources) would be one of the major learning objectives in the courses. Thus, the graduates from this university will become entrepreneurs whose intentions are not only profit maximization but also sustaining human and environmental values. This paper will explore the sustainability-oriented entrepreneurship intention of students from University of Traditional Medicine (Mandalay).

The study investigates the impact of education and degrees on students' entrepreneurial intention, with a specific focus on sustainability-oriented entrepreneurship. The research will use a mixed-method approach, incorporating both quantitative and qualitative data collection methods.

The study contributes to the literature on sustainability-oriented entrepreneurship, as well as provide insights for policymakers and educational institutions on the importance of promoting sustainability-oriented entrepreneurship education. The findings of the study will help to identify factors that influence sustainability-oriented entrepreneurial intention among students, and may be used to develop effective strategies.

1.1 Rationale of the Study

Myanmar has a varying culture from other developing countries in the world; therefore contextual contribution is much expected from this research. Therefore, this study holds significant value for Myanmar's organizations, families, and universities.

Furthermore, in this transition period, University of Traditional medicine try to innovate Covid-19 disease by traditional healing practices to provide comprehensive and holistic healthcare solutions.

In this university, research initiatives are at the forefront of advancing traditional medicine. Also, through collaborations with esteemed institutions and healthcare providers worldwide, we aim to contribute to the growing body of knowledge in this field and facilitate the exchange of ideas and expertise.

Even with the paradigm shift (from profit-oriented to sustainability-oriented business) in place, there are worries about university departments' ability to produce graduates who are sustainability-conscious (Giacalone and Thompson, 2006). The prioritization of profits seems to threaten the institutional acceptance of sustainability as a key objective. This is because the implementation of sustainability actions increases the likelihood of declining revenue, a key measure of success for business entities.

Although the universities focus on sustainability, students may give the priority to making profit. The syllabus alone will not be enough to produce the graduates who have balanced intentions between profitability and sustainability.

To become sustainable-oriented entrepreneurs, students must have attitude towards entrepreneurship, and their subjective norms (friends, family and personal environment) will also influence their intentions towards sustainable-entrepreneurship. If they have the capacity to manage their behaviour relating to sustainability, their sustainability-orientation will be strong. However, their individualistic values may also influence on the relationship between these drivers (attitude towards sustainable behaviour, subjective norms, and behavioural control), and their sustainable entrepreneurship intention.

Individualistic value means one's concern on the people surrounding. Some may have strong individualistic value (they neglect the views of others), while some have weak individualistic value (they consider the views of others). This point will affect the relationship of attitude towards entrepreneurship, subjective norms and behavioural control and sustainable entrepreneurship.

While Myanmar universities urgently need to emphasize sustainable entrepreneurship education, at the other side, research on this relationship are very few. This paper will analyse the effect of attitude towards entrepreneurship, subjective norms

and behavioural control on the sustainability-oriented entrepreneurship, and will examine the moderating effect of individualistic value on this relationship.

1.2 Objectives of the Study

The main objectives of the study are as follows:

- (1) To analyse the effect of attitude towards behaviour, subjective norms and behavioural control on sustainable entrepreneurship intention of students from University of Traditional Medicine (Mandalay)
- (2) To analyse the moderating effect of individualistic values on relationship of attitude towards behaviour, subjective norms, behavioural control and sustainable entrepreneurship intention of students from University of Traditional Medicine (Mandalay)

1.3 Scope and Method of the Study

There are 320 students who are attending at the University of Traditional Medicine (Mandalay) in 2023. These data are taken from Department of Student Affairs at the University of Traditional Medicine (Mandalay) in 2023. According to the Yamane's formula, the sample size is 310. The 310 students are randomly selected from total 320 students. Therefore, this study collected primary data from these 310 students with structured questionnaires designed with a 5-point Likert scale. The secondary data are gathered from relevant texts, records of student affairs office of the University of Traditional Medicine (Mandalay), previous articles, and relevant websites. For data analysis, both descriptive and regression methods are applied. Data are completely received from 280 students (the response rate is 90%). Data collection period of the research paper is from May to June.

1.4 Organization of the Study

This paper is organized by five different chapters. Chapter one consists of introduction, rationale of the study, objectives of the study. Chapter two is about the concept and theoretical background of Sustainable Entrepreneurship. Chapter three

illustrates Profile and Sustainability in Traditional Medicine Education of University of Traditional Medicine (Mandalay). Chapter four presents the analysis on Sustainability-Oriented Entrepreneurship Intention of Students from University of Traditional Medicine (Mandalay). Finally, Chapter five is the conclusions, showing findings, recommendations and suggestions and need for further research.

CHAPTER 2

CONCEPT AND THEORETICAL BACKGROUND

This chapter is concept and theoretical background chapter. In order to present the underlying theoretical and methodological rationale for this study, this chapter highlights sustainability-oriented entrepreneurial intentions. In this chapter, definition of sustainability-oriented entrepreneurial intention, attitude towards behaviour, subjective norms, and behavioural control and their individualistic values and conceptual framework for this study have been explored through extensive review of books, articles, previous research paper, journals and web pages.

2.1 Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) is a well-established social psychology theory that explains how attitudes, subjective norms, and perceived behavioural control influence an individual's intention to perform a behaviour (Ajzen, 1991). The TPB suggests that the strength of an individual's intention to perform a behaviour is the most significant predictor of whether that behaviour will be performed or not.

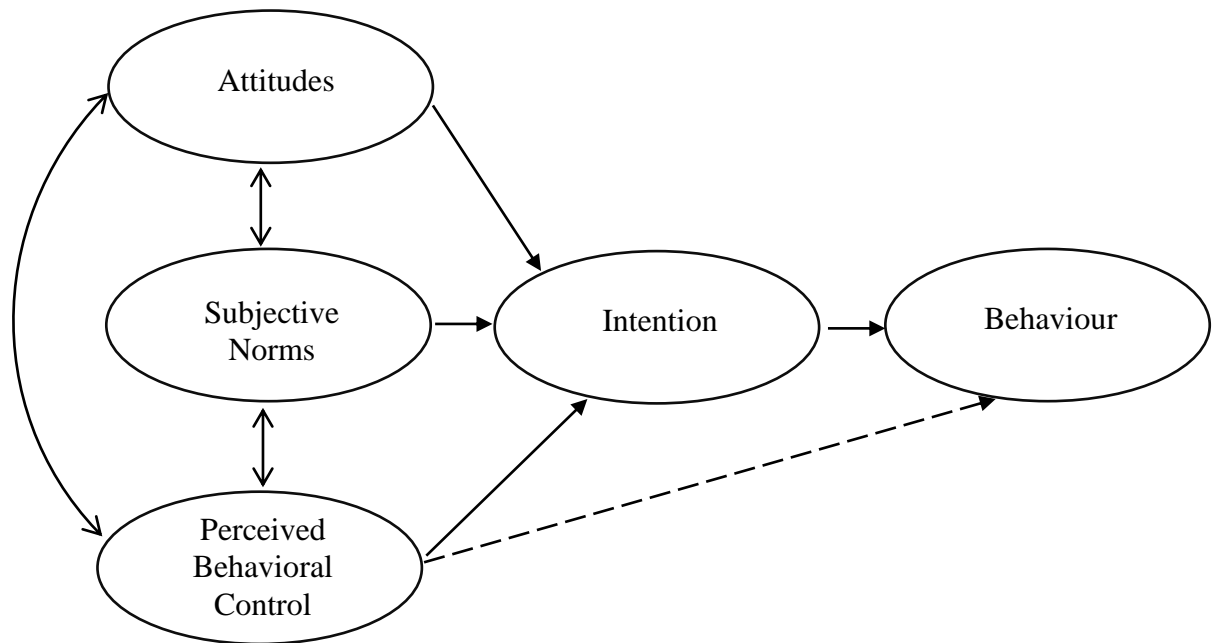
In the context of entrepreneurship, the TPB has been used to explain entrepreneurial intention, which is the individual's inclination to start a new business (Krueger, 2000). In the article "Predicting the Sustainability-Oriented Entrepreneurship Intentions of Business School Students: The Role of Individualistic Values" by Takawira Munyaradzi Ndofirepi, the TPB was used to examine the factors that influence sustainability-oriented entrepreneurial intention among business school students.

The study found that individualistic values, which are characterized by a focus on personal achievement and independence, had a significant positive influence on sustainability-oriented entrepreneurial intention. Additionally, the study found that attitude towards sustainability, subjective norms, and perceived behavioural control were also significant predictors of sustainability-oriented entrepreneurial intention among business school students.

Overall, the TPB provides a useful framework for understanding the factors that influence entrepreneurial intention, and can be used to design effective interventions to

promote sustainability-oriented entrepreneurship among students and entrepreneurs. By incorporating individualistic values and other factors into entrepreneurship education programs, educators can help to foster a culture of sustainability-oriented entrepreneurship, which is critical for addressing the environmental challenges facing society. ‘Theory of planned behaviour’ is shown in Figure (2.1).

Figure (2.1) Theory of planned behaviour



Source: Theory of planned behaviour (Wikipedia)

The Theory of Reasoned Action (Ajzen & Fishbein, 1980) posits that behaviour is directly determined by an individual’s behavioural intentions. In other words, as an individual’s intentions to perform a behaviour increase, they are more likely to actually perform the behaviour.

The Theory of Reasoned Action (Ajzen & Fishbein, 1980) also posits that intentions are directly predicted by (1) an individual’s attitude towards the behaviour and (2) subjective norms.

An attitude is defined as an individual’s evaluation of a given behaviour. Someone might have a positive, negative, or neutral attitude about a given behaviour. As an individual’s attitude becomes more positive, their intentions to perform a behaviour will increase.

Subjective norms are defined as an individual's beliefs about the importance others place on them performing a given behaviour. In other words, it is the degree to which an individual perceives that other people want them to engage in the behaviour. As an individual's subjective norms increase, their intentions to perform a behaviour will increase.

The Theory of Planned Behaviour (Ajzen, 1988) is the foundation that explains how intentions are built and affected by attitude, subjective norms and perceived behavioural control and how these intentions eventually shape a behaviour and extends the Theory of Reasoned Action by including perceived behavioural control.

The Theory of Planned Behaviour posits that a behaviour is directly determined by an individual's intentions and perceived behavioural control. Perceived behavioural control, also referred to as self-efficacy, encompasses the extent to which an individual believes they have control over performing that behaviour. is the foundation that explains how intentions are built and affected by attitude, subjective norms and perceived behavioural control and how these intentions eventually shape a behaviour.

2.2 Sustainability-Oriented Entrepreneurship Intention

The intentions of future entrepreneurs become essential to understand which orientation markets they will take in the future and how they will develop their business according to the sustainability concept. Schumpeter (1934) provides the most classical entrepreneurship definition and considers the entrepreneur as a person who introduces new products and processes by identifying new markets and sources of the supply and taking advantage as a first mover for having discovered a new market niche (Jayeoba, 2015).

Therefore, according to Gartner (1985), entrepreneurship is motivated by social, cultural, economic, political and educational aspects that are probably different from non-entrepreneur's background; according to this, Watson, HogarthScott and Wilson (1998) have found that mostly personal reasons are the causes to drive individuals to entrepreneurship (Johara, Yahya, Tehseen, 2017).

Morrison (1999) describes the figure of the entrepreneur as intelligent, effective risk manager and as a person that has basic trader's, by stating that all these requirements are necessary to become an entrepreneur, on the other hand, moving towards economic

and financial aspects, for Lee and Peterson (2000) an entrepreneur should also be motivated by financial rewards, career and social achievement to start a profitable business (Johara, Yahya, Tehseen, 2017).

Unconventional form of Entrepreneurship, one of the critical research works by Shepherd and Patzelt (2011), highlights the role of psychology in augmenting scholarly research by understanding the intention-behaviour mechanism. The two allied pillars of Sustainable Entrepreneurship are Sustainability-oriented Entrepreneurial Behaviour (SEB) and Sustainability-oriented Entrepreneurial Intentions (SEI).

Wikipedia (1980) achieved that sustainable entrepreneurship became world-wide through the UN's Brundtland Report with the title of "Our Common Future". Sustainability concept was taking hold with every criteria that had to be satisfied like a balance between economy, social and ecology aspect and the split between the economic growth and the exploitation of non-renewable resources.

Shepherd and Patzelt (2011) defined Sustainable Entrepreneurship as the "preservation of nature, life support, and community in the pursuit of perceived opportunities to bring into existence future products, processes, and services for gain, where the gain is broadly construed to include economic and non-economic gains to individuals, the economy, and society".

In making SEI, a fundamental construct for studying and comprehending Sustainable Entrepreneurship. Sung & Park (2018) defined SEI as "the intent to start a business that considers social and environmental issues". Sustainable entrepreneurship was only oriented through the environment; it explained the role of the "envirocapitalists" that are entrepreneurs that develop the environment by saving endangered species, develop natural habitat and so on. But sustainable entrepreneurship does not concern only the environment.

Sustainable entrepreneurship is also concentrated on how to access innovation according to Desa and Kotha (2006) and on the analysis of non-profit social venture. Its objective is that sustainable entrepreneurship is opportunity oriented and aims at generating new products, services, production processes, techniques, and organizational modes which substantially reduce social and environmental impacts and which increase the quality of life.

For every other entrepreneurs, these opportunities either are not recognized and not identified as real opportunities because of this sustainable business is not profitable enough to sustain business expenses.

2.3 Literature Review on Factors Influencing Sustainability-Oriented Entrepreneurship Intention

This section details the literature used to frame the study. It also presents the conceptual model emanating from the proposed relationships between variables.

2.3.1 Attitude towards Behaviour and Sustainability-Oriented Entrepreneurship Intention

Attitude towards behaviour is one of the key components of the Theory of Planned Behaviour (TPB) and refers to an individual's positive or negative evaluation of a particular behaviour (Ajzen, 1991). In the context of entrepreneurship, an individual's attitude towards sustainability can play a crucial role in shaping their sustainability-oriented entrepreneurial intention.

In the article "Predicting the Sustainability-Oriented Entrepreneurship Intentions of Business School Students: The Role of Individualistic Values" by Takawira Munyaradzi Ndofirepi, the study found that attitude towards sustainability was a significant predictor of sustainability-oriented entrepreneurial intention among business school students. The study found that students who had a positive attitude towards sustainability were more likely to have a higher intention to engage in sustainability-oriented entrepreneurship.

The study suggests that promoting a positive attitude towards sustainability among business school students can be an effective strategy for promoting sustainability-oriented entrepreneurship. This can be achieved through incorporating sustainability-related topics into entrepreneurship education programs, promoting sustainability-focused events and competitions, and encouraging sustainable practices within the school environment.

Overall, the study highlights the importance of attitude towards sustainability in shaping sustainability-oriented entrepreneurial intention among business school students. By promoting a positive attitude towards sustainability, educators and policymakers can

help to foster a culture of sustainability-oriented entrepreneurship, which is critical for addressing the environmental challenges facing society.

2.3.2 Subjective Norms and Sustainability-Oriented Entrepreneurship Intention

Subjective norms are another important component of the Theory of Planned Behaviour (TPB) and refer to an individual's perception of social pressure to perform a particular behaviour (Ajzen, 1991). In the context of entrepreneurship, subjective norms can play a crucial role in shaping an individual's sustainability-oriented entrepreneurial intention.

In the article "Predicting the Sustainability-Oriented Entrepreneurship Intentions of Business School Students: The Role of Individualistic Values" by Takawira Munyaradzi Ndofirepi, the study found that subjective norms were a significant predictor of sustainability-oriented entrepreneurial intention among business school students. The study found that students who perceived higher levels of social pressure from important others (such as family, friends, and mentors) to engage in sustainability-oriented entrepreneurship were more likely to have a higher intention to engage in this behaviour.

The study suggests that promoting positive subjective norms towards sustainability-oriented entrepreneurship among business school students can be an effective strategy for promoting sustainability-oriented entrepreneurship. This can be achieved through encouraging peer-to-peer support networks, highlighting the successes of sustainability-oriented entrepreneurs, and promoting the role of mentors and other influential individuals in shaping entrepreneurial behaviour.

Overall, the study highlights the importance of subjective norms in shaping sustainability-oriented entrepreneurial intention among business school students. By promoting positive subjective norms towards sustainability-oriented entrepreneurship, educators and policymakers can help to foster a culture of sustainability-oriented entrepreneurship, which is critical for addressing the environmental challenges facing society.

2.3.3 Perceived Behavioural Control and Sustainability-Oriented Entrepreneurship Intention

Perceived behavioural control is the third component of the Theory of Planned Behaviour (TPB) and refers to an individual's perceived ease or difficulty in performing a particular behaviour (Ajzen, 1991). In the context of entrepreneurship, perceived behavioural control can play a crucial role in shaping an individual's sustainability-oriented entrepreneurial intention.

In the article "Predicting the Sustainability-Oriented Entrepreneurship Intentions of Business School Students: The Role of Individualistic Values" by Takawira Munyaradzi Ndofirepi, the study found that perceived behavioural control was a significant predictor of sustainability-oriented entrepreneurial intention among business school students. The study found that students who perceived higher levels of control over engaging in sustainability-oriented entrepreneurship were more likely to have a higher intention to engage in this behaviour.

The study suggests that promoting a sense of control and self-efficacy towards sustainability-oriented entrepreneurship among business school students can be an effective strategy for promoting sustainability-oriented entrepreneurship. This can be achieved through providing access to resources, mentorship, and training programs that enhance students' entrepreneurial skills and knowledge.

Overall, the study highlights the importance of perceived behavioural control in shaping sustainability-oriented entrepreneurial intention among business school students. By promoting a sense of control and self-efficacy towards sustainability-oriented entrepreneurship, educators and policymakers can help to foster a culture of sustainability-oriented entrepreneurship, which is critical for addressing the environmental challenges facing society.

2.3.4 The Moderation Effect of Individualistic Values

Individualistic values are beliefs or attitudes that prioritize personal goals and individual achievement over collective goals or societal needs (Hofstede, 1980). In the context of entrepreneurship, individualistic values can influence an individual's sustainability-oriented entrepreneurial intention.

In the article "Predicting the Sustainability-Oriented Entrepreneurship Intentions of Business School Students: The Role of Individualistic Values" by Takawira Munyaradzi Ndofirepi, the study found that individualistic values moderated the relationship between attitude towards behaviour and sustainability-oriented entrepreneurial intention. Specifically, the study found that the positive relationship between attitude towards behaviour and sustainability-oriented entrepreneurial intention was stronger among students with higher levels of individualistic values.

This suggests that the influence of attitude towards behaviour on sustainability-oriented entrepreneurial intention may depend on an individual's level of individualistic values. Individuals with higher levels of individualistic values may be more likely to prioritize their personal goals and achievement, and as such, may be more influenced by their own positive attitudes towards sustainability-oriented entrepreneurship.

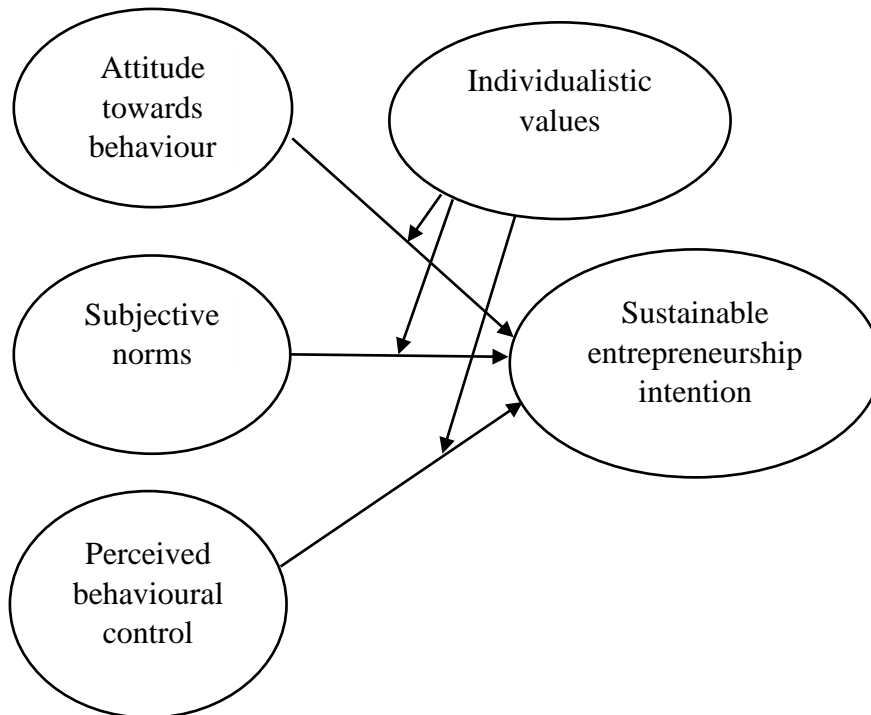
The study also found that individualistic values had a direct negative effect on sustainability-oriented entrepreneurial intention, indicating that individuals with higher levels of individualistic values may be less likely to prioritize sustainability in their entrepreneurial activities.

Overall, the study highlights the important role of individualistic values in shaping sustainability-oriented entrepreneurial intention among business school students. Educators and policymakers should consider the influence of individualistic values when promoting sustainability-oriented entrepreneurship and tailor their approaches accordingly.

2.4 Previous Research Model of Sustainability-Oriented Entrepreneurship Intention

Ndofirepi (2022) presented a research focusing on moderating effect of individualistic values on relationship of attitude towards behaviour, subjective norms and perceived behavioural control and sustainable entrepreneurship intention. This model is shown in Figure (2.2).

Figure (2.2) Conceptual framework of Ndofirepi



Source : Ndofirepi (2022)

These research findings demonstrated that attitude towards sustainable behaviour, subjective norms, and behavioural control and their individualistic values have significant relationship with sustainability-oriented entrepreneurial intention in western Zimbabwe's business schools. The findings also help us in consideration of the essential inter-relationships among the concepts and increasing the knowledge for the sustainability-oriented entrepreneurial intention policy to consider where they should focus to accomplish their business goals from Master of Business Administration and Master of Business Leadership degree students from two universities in western Zimbabwe's business schools. The sample size is 210. A positivistic worldview assumes that only factual data obtained through scientific observation can be relied upon in research.

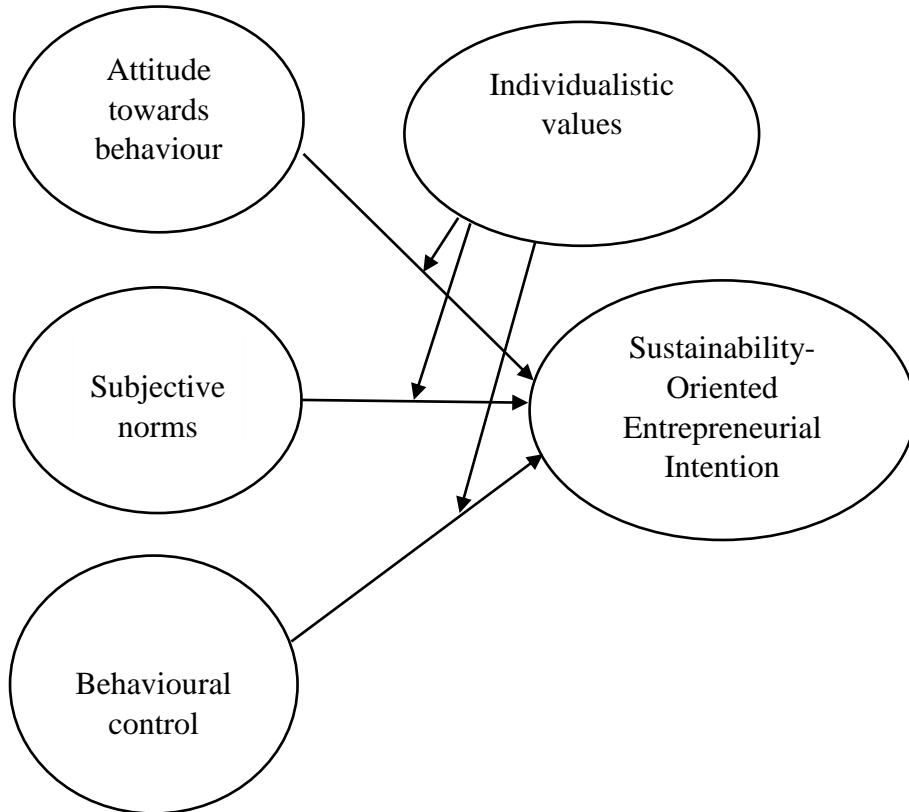
Furthermore, having gained entrepreneurship-related competencies in business school, the students were confident in their entrepreneurial abilities and were more likely to consider a career as an entrepreneur.

2.5 Conceptual Framework of the Study

To establish the conceptual model of this study, the concept of sustainability-oriented entrepreneurial intention, attitude towards sustainable behaviour, subjective

norms, and behavioural control and their individualistic values are adapted to Takawira Munyaradzi Ndofirepi, 2022. The conceptual model of this study is shown in Figure (2.3).

Figure (2.3) Conceptual Framework of the Study



Source: Adapted Compilation (2023)

In this study, three influencing factors are acclimated to measure individualistic values. These three influencing factors are attitude towards sustainable behaviour, subjective norms, and their behavioural control. The independent variable for this study is individualistic values and the dependent variable is sustainability-oriented entrepreneurial intention. This study investigate factors influencing the individualistic values and analyze the relationship between sustainability-oriented entrepreneurial intention and their individualistic values. In this study, the dependent variable is named as “SOEI”. In the previous paper, the researcher used this term throughout the paper although the term SEI is used only in his conceptual framework. In stead of SEI, SOEI is used because of the level of concern about the environmental protection and social responsibility of individuals and consists of items that measure the underlying attitudes and personal traits on environmental protection and social responsibility.

CHAPTER 3

PROFILE AND SUSTAINABILITY IN TRADITIONAL MEDICINE EDUCATION OF UNIVERSITY OF TRADITIONAL MEDICINE (MANDALAY)

This chapter presents the profile of University of Traditional Medicine (Mandalay) first. Then, the sustainability education in this university is explained.

3.1 Profile of University of Traditional Medicine (Mandalay)

The University of Traditional Medicine (UTM) in Mandalay, Myanmar is a public university that specializes in traditional medicine education, research, and healthcare. It was established in 1998 by the Ministry of Health and Sports to promote the study and practice of traditional medicine in Myanmar.

UTM offers undergraduate and postgraduate degree programs in traditional medicine, pharmacy, nursing, and public health. The undergraduate program includes a five-year Bachelor of Traditional Medicine degree, while the postgraduate program includes a Master of Traditional Medicine degree and a PhD in Traditional Medicine.

The university has a strong emphasis on research and has established several research centers and facilities to promote traditional medicine research. These include the Center for Traditional Medicine Research, the Center for Myanmar Traditional Medicine, and the Department of Pharmacognosy and Pharmaceutical Botany.

In addition to its academic programs and research activities, UTM provides traditional medicine healthcare services to the local community through its Traditional Medicine Hospital and clinics. The hospital provides a range of traditional medicine treatments, including herbal medicine, acupuncture, and massage therapy.

The University of Traditional Medicine (Mandalay) was opened on December 19th, 2001. Its present building complex was completed in 2004. It is run by the Department of Traditional Medicine under the Ministry of Health. UTM is located near the Northwest foot of Mandalay Hill, at O Bo Shwe Kyin Quarter, Aung Mye Thar San Township in Mandalay. The campus is (11.42) acres wide. It has one main building and three other extensions. UTM is blessed with naturally clean, green surroundings and a culturally rich environment.

Overall, UTM is a leading institution in traditional medicine education and research in Myanmar, and is committed to preserving and promoting traditional medicine practices and knowledge in the country.

3.1.1 Vision, Mission, and Core values

The vision, mission, and core values of the University of Traditional Medicine (UTM) in Mandalay, Myanmar are as follows:

Vision:

To become a leading center for traditional medicine education, research, and healthcare in Myanmar and the region.

Mission:

To provide quality education and training in traditional medicine and related fields.

To conduct innovative and impactful research on traditional medicine and healthcare.

To provide traditional medicine healthcare services to the community.

To preserve and promote traditional medicine practices and knowledge.

Core Values:

Commitment to excellence: UTM is committed to providing high-quality education, research, and healthcare services.

Respect for diversity: UTM values and respects diversity in all its forms, including diversity of ideas, cultures, and backgrounds.

Integrity and ethical conduct: UTM upholds the highest standards of integrity and ethical conduct in all its activities.

Innovation and creativity: UTM encourages innovation and creativity in teaching, research, and healthcare services.

Collaboration and teamwork: UTM values collaboration and teamwork among its faculty, staff, students, and partners.

Overall, UTM's vision, mission, and core values reflect its commitment to advancing traditional medicine education, research, and healthcare in Myanmar and beyond, while upholding the highest standards of excellence, integrity, and respect.

3.1.2 Contribution of University

The University of Traditional Medicine (Mandalay) has been effective in providing support for traditional medicine in Myanmar. The university has played a significant role in the preservation, promotion, and development of traditional medicine in the country.

One of the major contributions of the university is its efforts to integrate traditional and modern medicine. The university offers courses in both traditional and modern medicine, and its graduates are trained to provide healthcare services using an integrated approach. This has helped to increase the acceptance of traditional medicine among the public and healthcare professionals in Myanmar (Win, 2015).

The university has also established collaborations with local and international organizations to promote the use of traditional medicine. For instance, the university has partnered with the World Health Organization (WHO) and the Myanmar Medical Association to conduct research on the safety and efficacy of traditional medicines (WHO, 2014).

In addition, the university has established a traditional medicine hospital, which provides healthcare services to the public and serves as a center for research and education in traditional medicine. The hospital offers a wide range of traditional medicine services, including acupuncture, herbal medicine, and traditional massage therapy (Win, 2015).

The university has also been involved in the development of traditional medicine products. It has established a traditional medicine research and development center, which conducts research on the development of new traditional medicine products and the improvement of existing ones. The center has developed several traditional medicine products, including herbal medicines for diabetes and hypertension (Win, 2015).

Overall, the University of Traditional Medicine (Mandalay) has made significant contributions to the preservation, promotion, and development of traditional medicine in Myanmar. Its efforts to integrate traditional and modern medicine, establish collaborations with local and international organizations, and develop traditional

medicine products have helped to increase the acceptance and use of traditional medicine in the country.

3.1.3 Future Plans of University

The University of Traditional Medicine (UTM) in Mandalay, Myanmar has the potential to shape the future of traditional medicine in the region. Here are some prospects for the future of traditional medicine at UTM:

(1) Expansion of Education and Training:

UTM has the potential to expand its education and training programs to include more specialized and advanced degrees. According to a report by the World Health Organization (WHO) in 2013, traditional medicine education programs should be strengthened to provide more specialized training, including postgraduate degrees, to produce more skilled traditional medicine practitioners. UTM has already taken steps in this direction by introducing Master's degree programs in traditional medicine.

(2) Increased Research Collaboration:

Collaboration with other institutions and organizations can help to expand research activities and exchange knowledge and ideas. In 2018, UTM signed a memorandum of understanding with the University of Medicine 1 in Yangon to collaborate on research and training programs.

(3) Collaboration with international organizations such as the WHO can also lead to more innovative and impactful research on traditional medicine.

(4) Development of Traditional Medicine Products:

UTM can partner with the private sector to develop traditional medicine products for commercialization. According to a report by the International Trade Centre (ITC), traditional medicine products have the potential to be a key driver of economic growth, particularly in developing countries. UTM has already developed a number of traditional medicine products, such as herbal medicines, and can work with the private sector to further develop and commercialize these products.

(5) Promotion of Traditional Medicine Tourism:

Collaboration with the tourism industry can promote traditional medicine tourism in Myanmar. According to a report by the United Nations World Tourism Organization (UNWTO), traditional medicine tourism can contribute to sustainable tourism

development and support local communities. UTM can work with the tourism industry to promote traditional medicine tourism in Myanmar and attract visitors interested in traditional medicine and cultural heritage.

Overall, UTM has the potential to play a significant role in shaping the future of traditional medicine in Myanmar and beyond, through expansion of education and training, increased research collaboration, development of traditional medicine products, and promotion of traditional medicine tourism.

3.2 The Role of Sustainability in Education of University of Traditional Medicine (Mandalay)

The University of Traditional Medicine (Mandalay) plays a significant role in promoting sustainability, particularly in the field of traditional medicine. Traditional medicine is considered an important component of healthcare in many developing countries, and the University of Traditional Medicine (Mandalay) is one of the leading institutions in the field.

Traditional medicine relies on natural resources such as plants and herbs, and the sustainable use of these resources is crucial to ensure their availability for future generations. The University of Traditional Medicine (Mandalay) is actively involved in promoting sustainable practices in the use of natural resources for traditional medicine, including the cultivation of medicinal plants, sustainable harvesting practices, and the development of alternative sources of medicinal materials.

In addition, the University of Traditional Medicine (Mandalay) is involved in research and education on the use of traditional medicine for sustainable healthcare. This includes research on the effectiveness and safety of traditional medicine, as well as the development of sustainable healthcare practices that incorporate traditional medicine.

Overall, the University of Traditional Medicine (Mandalay) plays a critical role in promoting sustainability through the preservation of natural resources and the promotion of sustainable healthcare practices.

3.2.1 Consideration of Sustainability in Course Development

In this study, the personal interview is conducted with lecturer from Department of Botany, University of Traditional Medicine (Mandalay) to present the role of sustainability education from Table (3.1) to Table (3.7).

Table (3.1) Role of Sustainability in Course Design (First Year)

Sr. No	Subjects	Concerning sustainability	Concerning sustainability	Contents
		Yes	No	
1	Myanmar		No	
2	English		No	
3	Pali Subject		No	
4	Physics		No	
5	Chemistry		No	
6	Zoology	Yes		Chapter 10 Self-sustaining ecosystems
7	Botany	Yes		Chapter 9 Ecology & Botany Resources
8	Complication subjects; Behaviour science		No	

Source: University of Traditional Medicine in Mandalay (2023)

According to Table (3.1), the subject of Zoology is concerning in sustainability in the content of ‘Chapter 10 Self-sustaining ecosystems’. In this chapter, the aim is to support and encourage environmentally sustainable behaviours within the Department of Zoology and forester out teach activities by our graduate students and staff. The teachers in this department together with their students can likely work on the diversity, ecology and functional importance of animals in the forest ecosystems to provide the basis for sustainable forest management and evidence-based conversation strategies of ‘Zoology Green Team’.

According to Table (3.1), the subject of Botany is concerning in sustainability in the content of ‘Chapter 9 Ecology & Botany Resources’. In this chapter, the teachers that always say again everytime is ‘Receive benefit from plants, repay for plants’ because ‘BOTANIST’ commits for sustainable future. And then, ‘BOTANIST’ is the one that lives in harmony with plants. In this Summary, these are the things that ‘BOTANIST’ can

do in the followings in order to foster the richer harmonization between plants and we human;

- ❖ To pay deep respect for plants
- ❖ To obtain profound knowledge on the power and beauty of plants for ever deeper quest for them
- ❖ To commit the best efforts for ensuring the sustainability of the planet through conservation of plants

Table (3.2) Role of Sustainability in Course Design (Second Year)

Sr. No	Subjects	Concerning sustainability Yes	Concerning sustainability No	Contents
1	English		No	
2	Pali subject		No	
3	Medicine (1) Traditional Physiology (2) Traditional Anatomy (3) Traditional Citta		No	
4	Traditional medicine Medical laws and regulations		No	
5	Western medicine (1) Microbiology (2) Pathology (3) Anatomy (4) Physiology (5) Biochemistry		No	
6	Pharmacology (1) Medicine effect (2) Even Medicine (3) Traditional clinic wax medicine		No	
7	Complication subjects; Pharmaconosy		Yes	Chapter -7 Ecopharmacognosy

Source: University of Traditional Medicine in Mandalay (2023)

According to Table (3.2), the subject of Pharmaconosy is concerning in sustainability and Chapter 7 in this subject is about ‘Ecopharmaconosy’ that defines the study of sustainable, biologically active, and natural resources. It aims and applies in developing new medicinal products that based on sustainability and the use of integrated technologies may be developed.

In addition, the cost of drug importation is so high that development of local resources, i.e; traditional medicines, may be the only rational alternative approach. Ecopharmaconosy changes underway include the computer-aided design of natural product derivatives, based on molecular docking and remote sensing technologies which can assess natural materials.

Table (3.3) Role of Sustainability in Course Design (Third Year)

Sr. No	Subjects	Concerning sustainability Yes	Concerning sustainability No	Contents
1	Medicine (1) Mysticism (2) Astrology of the Zodiac		No	
2	Pharmacology Traditional clinic wax medicine		No	
3	Gynecology		No	
4	Children’s disease		No	
5	Rheumatism and arthritis		No	
6	Acupuncture		No	
7	Ulcer disease		No	
8	Complication Subject; Western Pharmacology		No	
9	Complication Subject; Prevention & Social Medicine	Yes		Chapter 1 Pros of using natural, traditional medicinal products

Source: University of Traditional Medicine in Mandalay (2023)

According to Table (3.3), the subject of ‘Prevention & Social Medicine’ is concerning in sustainability and Chapter 1 in this subject is about “Pros of using natural,

traditional medicinal products”. The contents in this chapter is that using natural products, which is part of various traditional medical systems to prevent and/or treat diseases, dates back thousands of years in different parts of the world. The popularity of natural therapy has been on the rise all around for maintaining good health, as it plays a role in the prevention of diseases and illnesses.

Table (3.4) Role of Sustainability in Course Design (Fourth Year)

Sr. No	Subjects	Concerning sustainability Yes	Concerning sustainability No	Contents
1	Pharmacology (1) Anthropology (2) Regional Nattara		No	
2	Gynecology		No	
3	Children’s disease		No	
4	Rheumatism and arthritis		No	
5	Acupuncture		No	
6	Ulcer disease		No	
7	Complication Subject; Background medicine	Yes		Chapter 5 Toxicity and Safety Implications of Herbal Medicines Used in Myanmar

Source: University of Traditional Medicine in Mandalay (2023)

According to Table (3.4), the subject of ‘Background medicine’ is concerning in sustainability and Chapter 5 in this subject is about “Toxicity and Safety Implications of Herbal Medicines Used in Myanmar”. The contents in this chapter is that the use of herbal medicines has seen a great upsurge globally. In developing countries, many patronize them largely due to cultural acceptability, availability and cost. In developed countries, they are used because they are natural and therefore assumed to be safer than allopathic medicines. In recent times, however, there has been a growing concern about their safety. Some medicinal plants are intrinsically toxic by virtue of their constituents and can cause adverse reactions if inappropriately used. Other factors such as herb-drug

interactions, lack of adherence to good manufacturing practice (GMP), poor regulatory measures and adulteration may also lead to adverse events in their use. It is expected that toxicity studies concerning herbal medicine should reflect their traditional use to allow for rational discussions regarding their safety for their beneficial use. While various attempts continue to establish the safety of various herbal medicines in man, their cautious and responsible use is required.

Table (3.5) Role of Sustainability in Course Design (Bridge, First Year)

Sr. No	Subjects	Concerning sustainability	Concerning sustainability	Contents
		Yes	No	
1	Pharmacology (1) Mysticism (2) Astrology			
2	Pharmacology			
3	Anatomy			
4	Physiology			
5	Microbiology			
6	Biochemistry			
7	Pathology			
8	Complication subject; Pharmaconosy		Yes	Chapter -7 Ecopharmacognosy

Source: University of Traditional Medicine in Mandalay (2023)

According to Table (3.5), the subject of ‘Pharmaconosy’ is concerning in sustainability and Chapter 7 in this subject is about ‘Ecopharmaconosy’ that defines the study of sustainable, biologically active, and natural resources. It aims and applies in developing new medicinal products that based on sustainability and the use of integrated technologies may be developed.

In addition, the cost of drug importation is so high that development of local resources, i.e; traditional medicines, may be the only rational alternative approach. Ecopharmaconosy changes underway include the computer-aided design of natural product derivatives, based on molecular docking and remote sensing technologies which can assess natural materials.

Table (3.6) Role of Sustainability in Course Design (Bridge, Second Year)

Sr. No	Subjects	Concerning sustainability	Concerning sustainability	Contents
		Yes	No	
1	Pharmacology (1) Anthropology (2) Regional Nattara		No	
2	Gynecology		No	
3	Children's disease		No	
4	Rheumatism and arthritis		No	
5	Acupuncture		No	
6	Ulcer disease		No	
7	Complication Subject; Western Pharmacology		No	
8	Complication Subject; Prevention & Social Medicine	Yes		Chapter 1 Pros of using natural, traditional medicinal products
9	Complication Subject; Background medicine	Yes		Chapter 5 Toxicity and Safety Implications of Herbal Medicines Used in Myanmar

Source: University of Traditional Medicine in Mandalay (2023)

According to Table (3.6), the subject of 'Prevention & Social Medicine' is concerning in sustainability and Chapter 1 in this subject is about "Pros of using natural, traditional medicinal products". The contents in this chapter is that using natural products, which is part of various traditional medical systems to prevent and/or treat diseases, dates back thousands of years in different parts of the world. The popularity of natural therapy has been on the rise all around for maintaining good health, as it plays a role in the prevention of diseases and illnesses.

According to Table (3.6), the subject of ‘Background medicine’ is concerning in sustainability and Chapter 5 in this subject is about “Toxicity and Safety Implications of Herbal Medicines Used in Myanmar”. The contents in this chapter is that the use of herbal medicines has seen a great upsurge globally. In developing countries, many patronize them largely due to cultural acceptability, availability and cost. In developed countries, they are used because they are natural and therefore assumed to be safer than allopathic medicines. In recent times, however, there has been a growing concern about their safety. Some medicinal plants are intrinsically toxic by virtue of their constituents and can cause adverse reactions if inappropriately used. Other factors such as herb-drug interactions, lack of adherence to good manufacturing practice (GMP), poor regulatory measures and adulteration may also lead to adverse events in their use. It is expected that toxicity studies concerning herbal medicine should reflect their traditional use to allow for rational discussions regarding their safety for their beneficial use. While various attempts continue to establish the safety of various herbal medicines in man, their cautious and responsible use is required.

Table (3.7) Role of Sustainability in Course Design (Master, First Year)

Sr. No.	Subjects	Concerning sustainability Yes	Concerning sustainability No	Contents
1.	Medicine (1) Traditional Physiology (2) Traditional Anatomy (3) Traditional Citta		No	
2.	Pharmacology	Yes		Chapter-3 Production of Traditional Medicinal products
3.	Gynecology		No	
4.	Children’s disease		No	
5.	Rheumatism and arthritis		No	
6.	Ulcer disease		No	

Source: University of Traditional Medicine in Mandalay (2023)

According to Table (3.7), the subject of 'Pharmacology' is concerning in sustainability and Chapter 3 in this subject is about “Production of Traditional Medicinal products”. The contents in this chapter is that the aim of many traditional medical systems is to become an integral part of the health-care system, allowing their costs to be covered by public health insurance systems. This requires evidence of safety and efficacy and appropriate quality, which is also expected by patients.

Table (3.8) Role of Sustainability in Course Design (Master, Second Year)

Sr. No.	Subjects	Concerning sustainability	Concerning sustainability	Contents
		Yes	No	
1.	Medicine (1) Traditional Physiology (2) Traditional Anatomy (3) Traditional Citta (4) Health care supply chain (Minor subject)		No No No No Yes	Chapter1 Introduction
2.	Gynecology			
3.	Children’s disease			
4.	Rheumatism and arthritis			
5.	Acupuncture			
6.	Ulcer disease			

Source: University of Traditional Medicine in Mandalay (2023)

According to Table (3.8), the subject of ‘Medicine’ is concerning in sustainability and Chapter 1 in this subject is about “Introduction”. The contents in this chapter is that ‘Embracing a sustainable approach in health care supply chains entails improving organizational practices and processes adopting innovative sustainable practices’ is that contribute positively to public life quality. The results of to propose a sustainability-oriented innovation (SOI) indicate the need to increase knowledge and clarity regarding SOI to advance the health care industry. The SOI framework is used as a guide for administrative managers and decision-makers in the health care industry. It can help assess and enhance health care sustainability by improving capabilities and implementing

innovative practices with available resources. We conclude with a set of topics for further research in SOI practices in the health care sector and its supply chains.

3.2.2 University's Concerning with Sustainable Development Goals

Table (3.9) shows the University's Concern on Sustainable Development Goals.

Table (3.9) University's Concern on Sustainable Development Goals

Sr. No	Sustainable Development Goals	University's concern	University's concern
		Yes	No
1.	No poverty	Yes	
2.	Zero hunger		No
3.	Good health and well-being	Yes	
4.	Quality education	Yes	
5.	Gender equity	Yes	
6.	Clean water and sanitation	Yes	
7.	Affordable and clean energy	Yes	
8.	Decent work and economic growth	Yes	
9.	Industry, innovation and infrastructure	Yes	
10.	Reduced inequalities	Yes	
11.	Sustainable cities and communities	Yes	
12.	Responsible consumption and production	Yes	
13.	Climate action	Yes	
14.	Life below water		No
15.	Life on land	Yes	
16.	Peace, justice and strong institutions	Yes	
17.	Partnership for the goals	Yes	

Source: University of Traditional Medicine in Mandalay (2023)

According to Table (3.9), by showing the University's Concern on Sustainable Development Goals also provides a common international framework for concrete action. UTM also promotes sustainable development. The framework of the Sustainable Development Goals (SDGs) ensures social cohesion, economic prosperity and protection of the environment.

UTM provides cutting-edge research, high quality education, and ground-breaking innovation (Goal 4 and 9). Strong university such as UTM is an important part of civil society (Goal 16) and they are excellent promoters of local partnerships (Goal 17). Through their contributions to these four goals, UTM always facilitates the achievement of all the other goals.

Notably, UTM supports students in developing the rigorous scientific mindset and spirit of curiosity and entrepreneurship needed to produce the solutions required for sustainable development. In UTM, university researchers, teachers and students work in partnership with citizens and the private and the public sector, co-creating knowledge that can produce solutions. It is the combination of these core missions that gives universities a unique place in the common effort to achieve the SDGs.

UTM has incorporated the SDGs into their institutional strategies, both in management and in teaching and research. Sustainable campus management has become important to many universities and is often considered part of the institution's societal responsibility. Sustainable management can include energy saving measures, resource efficiency and waste reduction, as well as the sharing of services, infrastructure and facilities with other universities or external partners. A key element in all sustainability strategies is the "whole-institution approach", meaning all parts of the university community, including external stakeholders, are involved in the efforts.

CHAPTER 4

ANALYSIS ON SUSTAINABILITY-ORIENTED ENTREPRENEURIAL INTENTION OF STUDENTS FROM UNIVERSITY OF TRADITIONAL MEDICINE (MANDALAY)

This chapter consists of two main parts. The first part includes the level of influencing factors on individualistic values (attitude towards behaviour, subjective norms and perceived behavioural control) and sustainability-oriented entrepreneurial intentions. The second part presents the analysis on the effect of individualistic values (attitude towards behaviour, subjective norms and perceived behavioural control) on sustainability-oriented entrepreneurship intention of Students from University of Traditional Medicine (Mandalay). The analysis data are based on the result of questionnaires.

4.1 Demographic Profile of Students

In this survey, the student's demographic factors are classified into three categories such as age, gender and marital status. For each question, students are given multiple choices, and the students have to choose the relevant one. The following Table (4.1) shows the numbers and percentages of students with different demographic factors.

Table (4.1) Demographic Profile of Students

Demographic		Frequency (N=280)	Percentage
	Total Respondents	280	100.00
Age	17 to 20 years	148	52.86%
	21 to 24 years	96	34.29%
	Above 24 years	36	12.85%
Gender	Male	80	28.57%
	Female	200	71.43%
Marital Status	Married	20	7.2%
	Unmarried	260	92.8%

Source: Survey Data (2023)

Table (4.1) shows that 280 respondents were surveyed with a structured questionnaire. Most respondents fall into the age group of 17-20 years, with 52.86% of 148 respondents. There are only 36 respondents who are above 24 years. Gender ratios are 28.57% male and 71.43% female. It means that there are more female among respondents. Marital status ratios are 7.2% married and 92.8% unmarried.

4.2 Reliability Test Results

Since this study has only used measurements, it should be checked for reliability. The reliability of a measuring instrument is considered as its ability to incessantly measure the phenomenon it is assumed to measure. Reliability refers to the extent to which data collection techniques and analysis procedures will yield similar findings those of prior researchers. Measurements of reliability provide consistency in the measurement of variables. Internal consistency reliability is most commonly used psychometric measure assessing survey instrument and skills. Cronbach alpha is the basis formula for determining reliability based on internal consistency. In this study, constructs were tested for internal consistency reliability using Cronbach alpha test as depicted in Table (4.2).

Table (4.2) Reliability Test Results of Question Items

Sr No.	Tests	No. of Items	Cronbach's Alpha
1.	Attitude towards behaviour	5	0.629
2.	Subjective norms	3	0.684
3.	Behavioural control	4	0.605
4.	Individualistic values	7	0.664
5.	Sustainability-oriented Entrepreneurship Intentions	6	0.728

Source: Survey Data (2023)

As shown in Table (4.2), Cronbach's alpha values are about or above 0.6. Thus, the question items used to measure variables and the respondents' responses are reliable for further analyses (George & Mallery, 2008).

4.3 Factors Influencing Sustainability-Oriented Entrepreneurial Intention

In this study, the data collected through the survey questionnaires from students from University of Traditional Medicine (Mandalay) will be worked out in this section. In addition, those data will be analyzed. There are four main factors which can influence on sustainability-oriented entrepreneurial intentions. They are attitude towards behaviour, subjective norms, perceived behavioural control and individualistic values.

4.3.1 Attitude towards Behaviour

Attitude towards behaviour is especially important for students to have sustainability-oriented entrepreneurial intentions. The mean values in the following Table (4.3) give the information on students from University of Traditional Medicine (Mandalay) can influence on attitude towards behaviour from students from University of Traditional Medicine (Mandalay).

There are five questions to examine attitude towards behaviour influencing sustainability-oriented entrepreneurial intentions towards students from University of Traditional Medicine (Mandalay).

In this study, the attitude towards behaviour on sustainability-oriented entrepreneurial intentions may include students from University of Traditional Medicine (Mandalay). The respondents are asked whether they agree or not according to the scale of strongly disagree, disagree, neutral, agree or strongly agree. Then the results are calculated and the survey data are drawn as shown in Table (4.3).

Table (4.3) Attitude towards Behaviour

Sr. No	Factors	Mean Value
1.	A career as entrepreneur is attractive to me	4.13
2.	Being an entrepreneur implies more advantages than disadvantages for me	3.92
3.	If had the opportunity and resources, would like to start a firm	4.16
4.	Being entrepreneur would entail great satisfactions for me	3.71
5.	Being an entrepreneur among various options	3.35
	Overall Mean	3.95

Source: Survey Data, (2023)

In Table (4.3), among of these attitude towards behaviour factors statements, University of Traditional Medicine (Mandalay) have a good feeling about recommendations from their students. Because they think these students will have some experiences about the sustainability-oriented entrepreneurial intentions. Therefore, they trust the sustainability-oriented entrepreneurial intentions that is recommended by their students. However, most students are not trusted on the sustainability-oriented entrepreneurial intentions which are influenced on attitude towards behaviour because attitude towards behaviour on sustainability-oriented entrepreneurial intentions is not reliable. They have the feeling like they cannot see and also check the sustainability-oriented entrepreneurial intentions' quality and the flaws. For these reasons, they are not trusted in attitude towards behaviour on sustainability-oriented entrepreneurial intentions.

4.3.2 Subjective Norms

In this study, subjective norms on sustainability-oriented entrepreneurial intentions may include the influence of student's family, friends and classmates on creation of business in near future.

There are totally three questions to explore subjective norms. The results data are as shown in Table (4.4).

Table (4.4) Subjective Norms

Sr. No	Factors	Mean Value
1.	Close family	3.77
2.	Friends	3.51
3.	Colleagues and mate	3.12
	Overall Mean	3.46

Source: Survey Data (2023)

According to Table (4.4), among of these subjective norms factors statements, students from University of Traditional Medicine (Mandalay) are strongly agreed that it is very important to raise sustainability-oriented entrepreneurial intentions among Myanmar with the highest mean value. It means that these students trust the medicinal products or brands which innovates or renovates Myanmar culture and heritage to be popular as protecting and encouraging own sustainability-oriented entrepreneurial intentions. However, most of respondents are not strongly agreed that it is unwise for Myanmar to

spend a vast amount of money on promoting sustainability-oriented entrepreneurial intentions protection with the lowest mean value. Because they think that promoting sustainable environmental protection is very important and also UTM should spend a vast amount of money on this.

4.3.3 Behavioural Control

Behavioural control factors are also essential for businesses because they can get so many benefits from the society. Behavioural control is the duty of every business for the society but not to do the harm. Therefore, almost every business does the behavioural control activities in today's business environment. There are four questions to analyze behavioural control factors influencing sustainable environmental protection. The mean values give the information of those making behavioural control activities may influence the individualistic values on sustainability-oriented entrepreneurial intentions. Survey data are shown in Table (4.5).

Table (4.5) Behavioural Control

Sr. No	Factors	Mean Value
1.	Start a firm and keep it working would be easy	1.73
2.	Preparing to start a viable firm	3.67
3.	Being able to control the creation process of a new firm, I know the necessary practical details to start a firm	3.17
4.	Knowing how to develop an entrepreneurial project	3.62
	Overall Mean	3.05

Source: Survey Data (2023)

According to Table (4.5), among of these behavioural control factors statements, most students are strongly agreed that behavioural control activities raise the profile of sustainability-oriented entrepreneurial intentions in their minds because they think that making these activities is a good thing and UTM supports to the behavioural control.

4.3.4 Individualistic Values

In this study, both individualist and collectivist values promote sustainability-oriented entrepreneurial intentions. From this point of view, general citizenship education, which supports the development of young people's cultural values, can be seen as a significant element in entrepreneurship education.

To suggest an instance of holistic education, the aim of which is for individuals' autonomy and contestability to be combined with community and collective responsibility. Therefore, there are seven questions to analyze individualistic values on sustainability-oriented entrepreneurial intentions. Survey data are shown in Table (4.6).

Table (4.6) Individualistic Values

Sr. No	Individualistic values	Mean Value
1.	Replying on most of the time; rarely replying on others	4.56
2.	Often doing "own thing"	3.81
3.	Personal identity, independent of others, is very important	3.93
4.	Better doing job is very important than others	3.97
5.	Winning is everything	4.62
6.	Getting tense and arousing when another person is doing better job	3.34
	Overall Mean	3.93

Source: Survey Data (2023)

According to Table (4.6), among of these individualistic values factors statements, most students are strongly agreed that individualistic values have been linked to stronger entrepreneurial profiles of sustainability-oriented intentions. Higher entrepreneurial activity is observed in regions with highly individualistic cultures. What remains unclear, however, is whether individualistic values operate independently of other factors when predicting entrepreneurial intention and activity.

4.4 Sustainability-oriented Entrepreneurial Intention

Entrepreneurial intention is a recognition that individuals take actions to develop new businesses or create new values toward specific business goals in order to achieve entrepreneurial results in existing enterprises. To develop, organize and run a business

enterprise, along with any of its uncertainties in order to make a profit, sustainability-oriented entrepreneurial intentions is vital for entrepreneurs and the business' success.

There are totally six questions. In sustainability-oriented entrepreneurial intentions' section, the respondents are asked whether they agree or not according to the scale of strongly disagree, disagree, neutral, agree or strongly agree. Then, the results are calculated and drawn on the following Table (4.7).

Table (4.7) Sustainability-oriented Entrepreneurial Intention

Sr. No	Factors	Mean Value
1.	Being ready to do anything to become an environmentally conscious entrepreneur	2.61
2.	Professional goal is to become an entrepreneur who supports environmentally sustainable business practices	4.07
3.	Making every effort to start and run my own business that supports environmentally friendly business practices	3.51
4.	Determining to create a business in the future	3.67
5.	Having a serious thought of starting a business that is environmentally sustainable	3.63
6.	Getting a firm intention to start a business that runs along environmentally friendly lines someday	3.53
	Overall Mean	3.51

Source: Survey Data (2023)

According to Table (4.7), among of these sustainability-oriented entrepreneurial intentions factors statements, most students are strongly agreed that the internal and external factors that drive sustainable entrepreneurship uptake in individuals and organisations. Furthermore, higher education institutions (Universities) are expected to promote and boost entrepreneurs that contribute to sustainable development through research, teaching as well as adopting common practices within the university ecosystem.

4.5 Analysis on Factors Influencing Sustainability-Oriented Entrepreneurial Intention

The multiple linear regression analysis is conducted to analyze the effect of sustainability-oriented entrepreneurial intentions from students in University of Traditional Medicine (Mandalay). It is also used to test the influencing between independent variables (attitude towards entrepreneurship, subjective norms, behavioural control and individualistic values) and dependent variable (sustainability-oriented entrepreneurial intentions).

The results of the effect of sustainability-oriented entrepreneurial intentions from students in University of Traditional Medicine (Mandalay) from generating linear regression model are shown in Table (4.8).

Table (4.8) Analysis on Factors Influencing Sustainability-Oriented Entrepreneurial Intention

Model	Unstandardized Coefficients		t	Sig	VIF
	B	Std. Error			
Constant	0.444	0.488	0.91	0.365	
Attitude towards Behaviour	0.191 **	0.078	2.446	0.016	1.339
Subjective Norms	0.287**	0.111	2.577	0.012	1,695
Behavioural Control	0.628***	0.075	8.418	0.000	1.14
R	0.732				
R Square	0.536				
Adjusted R Square	0.515				
F Value	25.15***				
Durbin Watson value	1.891				

Source: Survey Data (2023)

Notes; *** Significant at 1% level, ** Significant at 5% level, * Significant at 10%level

According to Regression analysis result, it is found that attitude towards entrepreneurship, behavioural control and individualistic values have positive effect on sustainability-oriented entrepreneurial intentions on the significant at 1%level. As shown in Table (4.8), the power of the models to explain variables supposed to factors

influencing on affective sustainability-oriented entrepreneurial intentions is considered moderate as value of R Square is 0.515. Thus, the linear regression model in this case can explain 53.6% about the relationship between independent variables (attitude towards entrepreneurship, subjective norms, behavioural control) and dependent variable (sustainability-oriented entrepreneurial intentions).

Durbin-Watson value is in the range of 1.5 and 2.5 in order to be enough the sample size of the survey. In this study, variables such as attitude towards entrepreneurship, subjective norms, behavioural control depend on sustainability-oriented entrepreneurial intentions. Thus, we can conclude that increasing attitude towards entrepreneurship, behavioural control and individualistic values will lead to higher sustainability-oriented entrepreneurial intentions.

4.6 Moderating Effect of Individualistic Values on the Relationship between Attitude towards Behaviour and Sustainability- Oriented Entrepreneurial Intention

To examine whether individualistic values will buffer the effect of attitude towards behaviour on sustainability- oriented entrepreneurial intentions, this study conducts two steps. As the first step, the mean value of sustainability- oriented entrepreneurial intentions is regressed with the mean value of attitude towards behaviour.

As the second step, attitude towards behaviour and individualistic values (attitude towards behaviour x individualistic values) participated in the model. To identify the moderating effect of individualistic values on the relationship between attitude towards behaviour and sustainability- oriented entrepreneurial intentions, the overall mean value of sustainability- oriented entrepreneurial intentions is regressed with the mean values of attitude towards behaviour as a predictor and the mean value of individualistic values as a moderator. The results are shown in Table (4.9).

Table (4.9) Moderating Effect of Individualistic Values on the Relationship between Attitude towards Behaviour and Sustainability- Oriented Entrepreneurial Intention

Variables	Model 1				Model 2			
	B	SE	Beta	Sig.	B	SE	Beta	Sig.
(Constant)	3.518	.036		.001	3.448	.035		.001
Attitude towards Behaviour	.401	.059	.374	.001	.306***	.059	.285	.001
Individualistic Values	-.219	.075	-.160	.004	-.192***	.072	-.140	.008
Attitude towards Behaviour x Individualistic Values					-.719***	.158	-.277	.001
R	.425				.499			
R Square	.180				.249			
Adjusted R Square	.174				.240			
R Square Change	.180				.068			
F Value	30.454***				30.428***			
Sig.	.000				.000			

Source: Survey Data (2023)

Notes; *** Significant at 1% level, ** Significant at 5% level, * Significant at 10%level

As presented in Model 2 of Table (4.9), since the adjusted R Square is 0.249, this model can explain 24% of the variation of continuous intention to use, which the attitude towards behaviour and individualistic value measures predicate. Therefore, the F value (the overall significance of the model) is highly significant at a 1% level. Furthermore, as shown in Model 2 of Table (4.9), individualistic values have significant moderating effect between attitude toward behaviour and the outcome variables of sustainability-oriented entrepreneurial intentions with a 1% level. Results of this study also supported this relationship, revealing a significant negative relationship between a high level of individualistic values.

Drawing on the conservation of resource theory, this study examines the relationship between students' sustainability-oriented entrepreneurial intentions as an

outcome of attitude toward behaviour. Treating attitude toward behaviour as a stressor for students, individualistic values have been examined as a moderating mechanism that helps students to conserve resources when they start depleting due to the stress generated by attitude toward behaviour. This study found that attitude toward behaviour, contrary to the prediction, is not associated with sustainability-oriented entrepreneurial intentions, which is inconsistent with previous studies on the attitude towards behaviour and sustainability-oriented entrepreneurial intentions.

According to the analysis results shown in Table (4.9), there is partial negative moderating effect of individualistic values on relationship between attitude of students and their sustainability-oriented entrepreneurial intention. Originally, their attitude towards behaviour will be leading directly to their behaviour will be leading directly to their intention to sustainability orientation for future business they would do. However, their ambitious for better than others and their independence from others (their individualistic values) have partial negative influence on this relationship. If they have high individualistic values, the relationship between the attitude towards behaviour and sustainability oriented entrepreneurial intentions will be weak. It means the student's ego and independence values will reduce the degree of influence of their sustainability oriented entrepreneurial intentions. Thus, selfish and independent students will not pay high attention to sustainability when they run their own businesses.

4.7 Moderating Effect of Individualistic Values on the Relationship between Subjective Norms and Sustainability- Oriented Entrepreneurial Intentions

To examine whether individualistic values will buffer the effect of subjective norms on sustainability- oriented entrepreneurial intentions, this study conducts two steps. As the first step, the mean value of sustainability- oriented entrepreneurial intentions is regressed with the mean value of subjective norms. As the second step, subjective norms and individualistic values (subjective norms x individualistic values) participated in the model. To identify the moderating effect of individualistic values on the relationship between subjective norms and sustainability- oriented entrepreneurial intentions, the overall mean value of sustainability- oriented entrepreneurial intentions is regressed with the mean values of subjective norms as a predictor and the mean value of individualistic values as a moderator. The results are shown in Table (4.10).

Table (4.10) Moderating Effect of Individualistic Values on the Relationship between Subjective Norms and Sustainability- Oriented Entrepreneurial Intentions

Variables	Model 1				Model 2			
	B	SE	Beta	Sig.	B	SE	Beta	Sig.
(Constant)	3.520	.031		.001	3.520	.031		.001
Subjective Norms	.517	.039	.606	.001	.516***	.041	.604	.001
Individualistic Values	-.260	-0.63	-.190	.001	- .216***	.064	.190	.001
Subjective Norms x Individualistic Values					-.022	.102	-.010	.831
R	.641				.641			
R Square	.441				.411			
Adjusted R Square	.406				.404			
R Square Change	.441				.000			
F Value	96.146***				63.891***			
Sig.	.000				.000			

Source: Survey Data (2023)

Notes; *** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

As presented in Model 2 of Table (4.10), since the adjusted R Square is 0.411, this model can explain 40.4% of the variation of continuous intention to use, which the attitude towards behaviour and individualistic value measures predicate. Therefore, the F value (the overall significance of the model) is highly significant at a 1% level.

Furthermore, as shown in Model 2 of Table (4.9), individualistic values have significant moderating effect between subjective norms and the outcome variables of sustainability-oriented entrepreneurial intentions with a 1% level. Results of this study also supported this relationship, revealing a significant negative relationship between a high level of individualistic values.

Drawing on the conservation of resource theory, this study examines the relationship between students' sustainability-oriented entrepreneurial intentions as an outcome of subjective norms. Treating subjective norms as a stressor for students, individualistic values have been examined as a moderating mechanism that helps students

to conserve resources when they start depleting due to the stress generated by subjective norms. This study found that subjective norms, contrary to the prediction, is not associated with sustainability-oriented entrepreneurial intentions, which is inconsistent with previous studies on the subjective norms and sustainability-oriented entrepreneurial intentions.

According to the analysis results shown in Table (4.10), there is no moderating effect of individualistic values on relationship between subjective norms of students and their sustainability-oriented entrepreneurial intention. Originally, their subjective norms will be leading directly to their behaviour will be leading directly to their intention to sustainability orientation for future business they would do.

4.8 Moderating Effect of Individualistic Values on the Relationship between Behavioural Control and Sustainability- Oriented Entrepreneurial Intentions

To examine whether individualistic values will buffer the effect of behavioural control on sustainability- oriented entrepreneurial intentions, this study conducts two steps. As the first step, the mean value of sustainability- oriented entrepreneurial intentions is regressed with the mean value of behavioural control. As the second step, behavioural control and individualistic values (behavioural control x individualistic values) participated in the model. To identify the moderating effect of individualistic values on the relationship between behavioural control and sustainability- oriented entrepreneurial intentions, the overall mean value of sustainability- oriented entrepreneurial intentions is regressed with the mean values of behavioural control as a predictor and the mean value of individualistic values as a moderator. The results are shown in Table (4.11).

Table (4.11) Moderating Effect of Individualistic Values on the Relationship between Behavioural Control and Sustainability- Oriented Entrepreneurial Intentions

Variables	Model 1				Model 2			
	B	SE	Beta	Sig.	B	SE	Beta	Sig.
(Constant)	3.519	.035		.001	3.496	.036		.001
Behavioural Control	.610	.074	.443	.001	.422***	.107	.307	.001
Individualistic Values	.402	.073	-.294	.001	-.366***	.074	-.268	.001
Behavioural Control x Individualistic Values					.493**	.206	.183	.017
R	.482				.492			
R Square	.232				.248			
Adjusted R Square	.227				.240			
R Square Change	.232				.016			
F Value	41.863***				30.307***			
Sig.	.000				.000			

Source: Survey Data (2023)

Notes; *** Significant at 1% level, ** Significant at 5% level, * Significant at 10%level

As presented in Model 2 of Table (4.11), since the adjusted R Square is 0.248, this model can explain 24% of the variation of continuous intention to use, which the behavioural control and individualistic value measures predicate. Therefore, the F value (the overall significance of the model) is highly significant at a 1% level. Furthermore, as shown in Model 2 of Table (4.9), individualistic values have significant moderating effect between behavioural control and the outcome variables of sustainability-oriented entrepreneurial intentions with a 1% level. Results of this study also supported this relationship, revealing a significant negative relationship between a high level of individualistic values.

Drawing on the conservation of resource theory, this study examines the relationship between students' sustainability-oriented entrepreneurial intentions as an outcome of behavioural control. Treating behavioural control as a stressor for students, individualistic values have been examined as a moderating mechanism that helps students

to conserve resources when they start depleting due to the stress generated by behavioural control. This study found that behavioural control, contrary to the prediction, is not associated with sustainability-oriented entrepreneurial intentions, which is inconsistent with previous studies on the behavioural control and sustainability-oriented entrepreneurial intentions.

According to the analysis results shown in Table (4.11), there is partial positive moderating effect of individualistic values on relationship between behavioural control of students and their sustainability-oriented entrepreneurial intention. Originally, their behavioural control (e.g students have own control for doing sustainable business by finance, by environment, by supporting and etc.,) will be leading directly to their behaviour will be leading directly to their intention to sustainability orientation for future business they would do. However, their ambitious for better than others and their independence from others (their individualistic values) have partial positive influence on this relationship. If they have high individualistic values, the relationship between the behavioural control and sustainability oriented entrepreneurial intentions will be strong.

CHAPTER-5

CONCLUSION

This chapter presents the summarized findings, discussion, suggestions and needs for further research.

5.1 Findings and Discussion

In this study, three literature based on sustainability-oriented entrepreneurial intentions determinants was examined in order to identify their effect on sustainability-oriented entrepreneurial intentions in University of Traditional Medicine (UTM).

From the analysis, it was revealed that effect of sustainability-oriented entrepreneurial intentions is positively and significantly influenced by attitude towards entrepreneurship. Based on this finding, it brought the means that higher and more positive attitude towards entrepreneurship, the more sustainability-oriented entrepreneurial intentions. Furthermore, a more positive attitude can dramatically improve the decisions we make and the opportunities we pursue. It also affects the people we connect with and the focus on our current mission. Finally, it positively impacts our determination to continue learning, and the improvement of our performance.

However, with information of subjective norms that occurs at UTM has no significant effect for students to maintain the effect of sustainability-oriented entrepreneurial intentions from UTM. Based on this finding it means that for respondents of students of UTM, subjective norms owned by UTM is not an important variable for affecting sustainability-oriented entrepreneurial intentions.

At UTM, behavioural control provided would cause higher sustainability-oriented entrepreneurial intentions to conduct with students. Since its significant effect, behavioural control variable is also one of the important variables that need to consider by students in UTM in order to meet their sustainability-oriented entrepreneurial intentions in conducting with environment. The greater their behavioural control and the stronger their sustainability-oriented entrepreneurial intentions to perform behaviours. Also, it is a wider construct, since it encompasses and perceived controllability of the behaviour control.

There is direct and significant effect of sustainability-oriented entrepreneurial intentions variable toward individualistic values in the UTM's students. Individualist values include autonomy, freedom, self-fulfillment, assertiveness, and a sense of personal uniqueness and also operate independently of other factors when predicting entrepreneurial intention and activity to contribute to tackling the preceding challenge. Higher entrepreneurial activity is observed in regions with highly individualistic cultures. For additional studies, that incorporates new variables and sophisticated alternative combinations of motivational antecedents to intentions in different entrepreneurial contexts. Individualistic values, it is postulated, moderate the impact of attitude towards behaviour, subjective norms, and behavioural control on sustainability-oriented entrepreneurship intentions.

Thus, as found in this study, the firm need to focus on attitude towards entrepreneurship, behavioural control and individualistic values to maintain sustainability-oriented entrepreneurial intentions in UTM, helping them to retain those students with them in the long run.

There is partial negative moderating effect of individualistic values on relationship between attitude of students and their sustainability-oriented entrepreneurial intention. There is no moderating effect of individualistic values on relationship between subjective norms of students and their sustainability-oriented entrepreneurial intention. There is partial positive moderating effect of individualistic values on relationship between behavioural control of students and their sustainability-oriented entrepreneurial intention.

5.2 Suggestions

The purpose of this study was to investigate whether individualistic values affected the linkages between sustainable entrepreneurship intention and its three predictors; attitude towards entrepreneurship, subjective norms and behavioural control.

Practically, the findings of the study are useful to universities and students, government and non-governmental agencies. The findings of the study show that attitude towards sustainable entrepreneurship, behavioural control and individualistic values positively impact on SEI.

The most important determinant of sustainable entrepreneurship intention is the attitude towards behaviour. Given this, UTM should focus their efforts primarily on

shifting the attitudes of their targeted audiences to nurture entrepreneurs who are more oriented toward sustainable business methods. Such efforts could take the form of sustainability-related curriculum content and activities aimed at increasing participants' understanding of the benefits of sustainable entrepreneurship as well as their motivation and capabilities to pursue it. Additionally, the study discovered that subjective norms had a substantial indirect effect on individuals' choice to pursue sustainable business practices via their attitude toward behaviour.

The implication is that UTM, as critical social institutions in their students' lives, should deliberately foster an institutional environment that stimulates sustainable entrepreneurship. This is possible if UTM incorporate the concept of sustainability into their fundamental values and students believe the institutions live according to the stated principle. UTM can have a social influence on their students by adopting a holistic approach to sustainability that encompasses teaching, research, institutional processes, physical infrastructure, community involvement, and stakeholder relationships.

In order to improve attitude towards sustainable entrepreneurship, sustainability and entrepreneurship education should be integrated into the curriculum of all the departments in a university. Entrepreneurial education should include the teaching of personality traits and psychological factors that can improve sustainable entrepreneurship. Sustainability-oriented entrepreneurs should be invited to universities to promote active learning. In order to promote perceived behavioural control, students should be encouraged to go for internship and mentorship in identified sustainability-oriented ventures, as this will provide them with practical knowledge. Perceived creativity and proactive personality can be enhanced through the participation of students in sustainability-oriented business plan competitions and incubation and entrepreneurial support initiatives organised by universities.

UTM's foundation business plan competition for university students focuses on the creation of socially sustainable businesses. Sustainable practices by UTM, such as recycling of waste and reuse of water, can improve the general attitude of students toward sustainability. The transformation of universities from institutions focusing not only on teaching and research, but also on sustainable regional and economic development, will help to improve students' attitude towards sustainable entrepreneurship. Government, through policies and programmes, can encourage the attitude of university students towards sustainable entrepreneurship.

The development of sustainable entrepreneurship policy should be included in the National Development Plan Vision 2030. Government agencies that support entrepreneurship, such as the Small Enterprise Development Agency (SEDA), should be visible in promoting sustainable entrepreneurship in universities. Currently, the Department of Higher Education and Training has a programme to transform universities in South Africa into entrepreneurial universities. This programme should be enhanced to become sustainable entrepreneurial universities.

5.3 Needs for Further Research

Future research can focus on incorporating more factors, leading to better prediction of sustainability-oriented entrepreneurial intentions. The researchers focused only on the direct relationships between identified factors and sustainability-oriented entrepreneurial intentions. Nevertheless, there can be interceding and abating consequence on these associations.

Thereupon, future research can emphasize on such interceding and moderating effects. This study did not focus on a specific category of sustainability-oriented entrepreneurial intentions. After all, the properties of analyzed factors can change on the effect of sustainability-oriented entrepreneurial intentions, future studies can address this issue as well.

While the findings of this study are critical to understanding sustainable entrepreneurial intentions, the research has the statistical representativeness of the results that could have been undermined. Furthermore, the study relied on the perspectives of respondents drawn from students from only UTM. As a result, the insights gathered are bound to narrow contexts and should be used with caution. In future investigations, it may be beneficial to undertake a similar study, but which targets students from all the universities in Mandalay so that more representative inferences can be drawn. Another detailed study on the effects of a more comprehensive range of human values (not individualism only) on sustainability-oriented entrepreneurship is also proposed for future investigation. The survey was cross-sectional in design, gathering opinions from students only when they had completed a postgraduate course in entrepreneurship. Future research should strengthen the credibility of the findings by using a longitudinal strategy in which there are pre-tests and post-tests of student opinions when they enrol and when they graduate from the entrepreneurship course.

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Appendix B

Regression Analysis Results on Factors Influencing Sustainability- Oriented Entrepreneurial Intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.732 ^a	.536	.515	.50465	.368	25.15	4	220	.000	1.891

a. Predictors: (Constant), Individualistic Values, Attitude towards Behaviour, Behavioural Control, Subjective Norms

b. Dependent Variable: Sustainable Entrepreneurship Intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.556	4	8.139	31.959	.000 ^b
	Residual	56.028	220	.255		
	Total	88.584	224			

a. Dependent Variable: Sustainable Entrepreneurship Intention

b. Predictors: (Constant), Individualistic Values s, Attitude towards Behaviour, Behavioural Control, Subjective Norms

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	.444	.488		0.91	.365		
	Attitude towards entrepreneurship	.191	.078	.478	2.446	.016	1.000	1.339
	Subjective Norms	.287	.111	.072	2.577	.012	1.000	1.695
	Behavioural control	.628	.075	.234	8.418	.000	1.000	1.145

a. Dependent Variable: Sustainable Entrepreneurship Intention

Regression Analysis Results for the Moderating Effect of Individualistic Values on the Relationship between Attitude towards Behaviour and Sustainability- Oriented Entrepreneurial Intentions

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.425 ^a	.180	.174	.60840	.180	30.454	2	277	.000	
2	.499 ^b	.249	.240	.58356	.068	25.079	1	276	.000	2.141

a. Predictors: (Constant), Individualistic Values Mean, Attitude towards Behaviour Mean

b. Predictors: (Constant), Individualistic Values Mean, Attitude towards Behaviour Mean, Individualistic Values & Attitude towards Behaviour

c. Dependent Variable: Sustainable Entrepreneurship Intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.545	2	11.273	30.454	.000 ^b
	Residual	102.532	277	.370		
	Total	125.077	279			
2	Regression	31.086	3	10.362	30.428	.000 ^c
	Residual	93.991	276	.341		
	Total	125.077	279			

a. Dependent Variable: Sustainable Entrepreneurship Intention

b. Predictors: (Constant), Individualistic Values Mean, Attitude towards Behaviour Mean

c. Predictors: (Constant), Individualistic Values Mean, Attitude towards Behaviour Mean, Individualistic Values & Attitude towards Behaviour

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	99.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.518	.036		96.767	.000	3.424	3.613
	Attitude towards Behaviour Mean	.401	.059	.374	6.811	.000	.248	.553
	Individualistic Values Mean	-.219	.075	-.160	-2.917	.004	-.413	-.024
2	(Constant)	3.488	.035		98.512	.000	3.396	3.580
	Attitude towards Behaviour Mean	.306	.059	.285	5.146	.000	.152	.460
	Individualistic Values Mean	-.192	.072	-.140	-2.658	.008	-.379	-.005
	Individualistic Values & Attitude towards Behaviour	-.791	.158	-.277	-5.008	.000	-1.201	-.381

a. Dependent Variable: Sustainable Entrepreneurship Intention

**Regression Analysis Results for the Moderating Effect of Individualistic Values
on the Relationship between Subjective Norms and Sustainability- Oriented
Entrepreneurial Intentions**

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.425 ^a	.180	.174	.60840	.180	30.454	2	277	.000	
2	.499 ^b	.249	.240	.58356	.068	25.079	1	276	.000	2.141

a. Predictors: (Constant), Individualistic Values Mean, Subjective Norms Mean

b. Predictors: (Constant), Individualistic Values Mean, Subjective Norms Mean, Individualistic Values & Subjective Norms

c. Dependent Variable: Sustainable Entrepreneurship Intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.545	2	11.273	30.454	.000 ^b
	Residual	102.532	277	.370		
	Total	125.077	279			
2	Regression	31.086	3	10.362	30.428	.000 ^c
	Residual	93.991	276	.341		
	Total	125.077	279			

a. Dependent Variable: Sustainable Entrepreneurship Intention

b. Predictors: (Constant), Individualistic Values Mean, Subjective Norms Mean

c. Predictors: (Constant), Individualistic Values Mean, Subjective Norms Mean, Individualistic Values & Subjective Norms

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	99.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.518	.036		96.767	.000	3.424	3.613
	Subjective Norms Mean	.401	.059	.374	6.811	.000	.248	.553
	Individualistic Values Mean	-.219	.075	-.160	-2.917	.004	-.413	-.024
2	(Constant)	3.488	.035		98.512	.000	3.396	3.580
	Subjective Norms Mean	.306	.059	.285	5.146	.000	.152	.460
	Individualistic Values Mean	-.192	.072	-.140	-2.658	.008	-.379	-.005
	Individualistic Values & Subjective Norms	-.791	.158	-.277	-5.008	.000	-1.201	-.381

a. Dependent Variable: Sustainable Entrepreneurship Intention

**Regression Analysis Results for the Moderating Effect of Individualistic Values on
the Relationship between Behavioural Control and Sustainability- Oriented
Entrepreneurial Intentions**

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.641 ^a	.411	.406	.51655	.411	96.146	2	276	.000	
2	.641 ^b	.411	.404	.51745	.000	.046	1	275	.831	1.862

a. Predictors: (Constant), Individualistic Values Mean, Behavioural Control Mean

b. Predictors: (Constant), Individualistic Values Mean, Behavioural Control Mean, Individualistic Values & Behavioural Control

c. Dependent Variable: Sustainable Entrepreneurship Intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.309	2	25.655	96.146	.000 ^b
	Residual	73.645	276	.267		
	Total	124.954	278			
2	Regression	51.321	3	17.107	63.891	.000 ^c
	Residual	73.632	275	.268		
	Total	124.954	278			

a. Dependent Variable: Sustainable Entrepreneurship Intention

b. Predictors: (Constant), Individualistic Values Mean, Behavioural Control Mean

c. Predictors: (Constant), Individualistic Values Mean, Behavioural Control Mean, Individualistic Values & Behavioural Control

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	99.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.520	.031		113.823	.000	3.440	3.600
	Behavioural Control Mean	.517	.039	.606	13.108	.000	.415	.620
	Individualistic Values Mean	-.260	.063	-.190	-4.100	.000	-.424	-.095
2	(Constant)	3.520	.031		113.526	.000	3.439	3.600
	Behavioural Control Mean	.516	.041	.604	12.726	.000	.411	.621
	Individualistic Values Mean	-.261	.064	-.190	-4.097	.000	-.426	-.096
	Individualistic Values & Behavioural Control	-.022	.102	-.010	-.214	.831	-.286	.242

a. Dependent Variable: Sustainable Entrepreneurship Intention