

The Impact of Creativity, Opportunism and Proactiveness on Students' Entrepreneurial Intentions; Moderating Role of Role Model and Learning Orientation

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The purpose of the present study is to explore the impact of moderating variables; learning orientation and role model along with creativity, proactiveness & opportunism on Entrepreneurial intention of university students across disciplines. Entrepreneurial intention refers to person's interest & determination to start a new business & reveal the intention to become future entrepreneur. During recent times, research on EI across academic world has become widely a prominent & popular research field. The objective of this study is to find how moderating variables (RM and LO) influence the relationship between creativity, opportunism & proactiveness & students' entrepreneurial intention. Data will be collected through survey method, self-administrated questionnaire both in paper and electronic form through email. The methodology is theoretical empirical research with quantitative approach. Different analysis techniques will be used on a students' sample like the structural equation modelling method, students will be from different universities of Pakistan. Correlation analysis and reliability will be check by SPSS software. This study will provide understanding related to role model, Learning Orientation, and their impact on entrepreneurial intentions among universities student. This study will provide applicable information to universities policymaker which will help them to design university strategies that foster entrepreneurial activity among students. The findings of current study will depict the influence of Role Model and Learning Orientation on students' entrepreneurial intention and how it will moderate the effect of creativity, proactiveness & opportunism on students' entrepreneurial intention.

Keywords: *Creativity, Entrepreneurial Intentions, Learning Orientation, Opportunism, Proactiveness, Role Model, Structural Equation Modelling*