Parental role models and entrepreneurial intentions in Colombia

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Abstract

Purpose – The purpose of this paper is to examine the effect of parental role model in gender entrepreneurial intentions. The authors distinguish between paternal and maternal role models and investigate how their influence on students’ decision to become self-employed is moderated by gender. Design/methodology/approach – The authors use a logit model on a sample of 3,703 university students from Colombia Global University Entrepreneurial Spirit Students Survey 2016. Findings – As pointed out by results, the findings show not only that the presence of parental role model increases entrepreneurial intentions but also that the effect of this influence is moderated by gender. Research limitations/implications – First, data limitations do not allow us to analyze the ways in which the parent self-employed role model contributes to increasing entrepreneurial intentions. Second, the effects of specific characteristics of father and mother role model, such as education, age, culture and experience in the sector, are not taken into account to assess the link with entrepreneurial intentions. Originality/value – This study offers a new insight relating parental role model and their impact to increase entrepreneurial intentions among universities student. The findings of this paper offer relevant information to universities policymaker to design of university strategies that promote entrepreneurial activity in Colombia.

Keywords Self-employment, Gender, Theory of planned behaviour, Entrepreneurial intentions, Parental role model