

PERCEPTIONS OF THE SUSTAINABLE ENTREPRENEURIAL INTENTION OF UNIVERSITY STUDENTS AS PICTURE FOR ECONOMIC INTEGRATION

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SUMMARY

The domain of sustainable entrepreneurship has recently received great interest by many researchers, and this is due to the role it plays in sustainable economic development. Algeria has adopted a series of policies and programmes to promote sustainable enterprises. Its success is linked to the awareness of emerging and potential entrepreneurs, particularly the contribution of the university in training and developing graduates, considered as the elite of the society. This research paper aims at measuring the impact of personal perceptions of sustainable entrepreneurship on the intent of sustainable entrepreneurship. The study was conducted on a group of students who are about to graduate. The sample contained eighty three (83) students from various disciplines of the university. It concluded that the perceptions of sustainable entrepreneurship have an impact on sustainable entrepreneurial intentions, and that both the social and the environmental perception have a positive and statistically significant impact on the sustainable entrepreneurial intention. However, the economic perception did not have a significant effect on the intention of sustainable enterprise.

KEY WORDS: Entrepreneurship, entrepreneurial intent, sustainable entrepreneurship, personal perceptions.

JEL CLASSIFICATION : L26; M13; L29; Q01.

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تصورات الطلبة لنية المقابلة المستدامة كألية للاندماج الاقتصادي

ملخص

عرف مجال المقابلة المستدامة اهتمام كبير في الآونة الأخيرة من قبل العديد من الباحثين، وهذا لما تلعبه في التنمية الاقتصادية المستدامة، وبدورها اعتمدت الجزائر سياسات وبرامج من أجل ترقية المقاولات المستدامة، إلا أن نجاحها مرتبط بوعي رواد الأعمال الناشئين والمحتملين، خاصة منهم خرجي الجامعة باعتبارهم نخبة المجتمع، وذلك من خلال مساهمة الجامعة في تكوين هؤلاء مقاولين محتملين.

وهدفت هذه الورقة البحثية إلى قياس تأثير التصورات الشخصية للمقاولات المستدامة على نية المقابلة مستدامة، وهذا من خلال تصميم استبانة، وتم توزيعها على مجموعة من الطلبة المقبلين على التخرج طالب من مختلف التخصصات تكنوا بدار المقاولاتية في جامعة تم جمع 25 استبانة منها 23 صالحة للتحليل، حيث تم التوصل أن تصورات المقابلة المستدامة له تأثير على النوايا المقاولاتية المستدامة، وأن كل من التصور الاجتماعي والتصور البيئي له تأثير ايجابي وذو دلالة إحصائية على النية المقاولاتية المستدامة، إلا أن التصور الاقتصادي لم يكن له تأثير معنوي ذو دلالة إحصائية على نية المقابلة المستدامة.

كلمات المفتاحية: مقاولاتية، مقابلة مستدامة، نية المقاولاتية، تصورات شخصية، استدامة.

PERCEPTIONS DES ÉTUDIANTS DE L'ENTREPRENEURIAT DURABLE EN TANT QUE MÉCANISME D'INTÉGRATION ÉCONOMIQUE

RÉSUMÉ

Le domaine de l'entrepreneuriat durable a récemment suscité un grand intérêt auprès de nombreux chercheurs, et cela est dû au rôle important qu'il occupe dans le développement économique durable. Sur ce, l'Algérie a adopté une série de politiques et de programmes pour promouvoir l'entrepreneuriat durable, néanmoins, son succès reste lié à la prise de conscience des entrepreneurs émergents et potentiels, en particulier les diplômés universitaires considérés comme l'élite de la société, et ce à travers la contribution de l'université dans la formation et le développement de ces derniers.

L'objectif de cet article est de mesurer l'impact des perceptions personnelles de l'entrepreneuriat durable sur l'intention entrepreneuriale durable, une étude a donc été menée sur un groupe d'étudiants sur le point d'obtenir leur diplôme, l'échantillon comprenait quatre-vingt-trois (83) étudiants de diverses disciplines de l'université. Le résultat obtenu révèle que les perceptions de l'entrepreneuriat durable ont effectivement un effet sur les intentions entrepreneuriales durables, et que les perceptions sociales et environnementales ont un impact positif et statistiquement significatif sur l'intention entrepreneuriale durable. Cependant, la perception économique n'a pas eu d'effet notable sur l'intention d'entreprendre durablement.

Pour tester la fiabilité des échelles de mesure issue de notre modèle théorique, nous avons procédé à deux étapes la première l'analyse exploratoire, and la deuxième une analyse factorielle confirmatoire, en utilisant la méthode d'équations structurelles (progression simple), par le biais du logiciel smart PLS

MOTS CLÉS: entrepreneuriat, entrepreneuriat durable, intention entrepreneuriale, perceptions personnelles, durabilité.

INTRODUCTION

In the past, entrepreneurship was just an activity for some distinguished individuals who had the financial ability or some personal qualities of the entrepreneur such as risk-taking, creativity and proactivity. The pioneering intention behind these projects was to achieve wealth and profit by any means, which is the reason that weakened the role and importance of these projects. Yet, as a result of the emergence of new factors at the economic level, including (sustainability, competitive advantage, resource theory, social responsibility, and corporate governance) the view of the concept of entrepreneurship has changed.

After realizing its importance and its role in its survival and growth with the intensification of competition in the field of entrepreneurship, the perception of entrepreneurial intention has turned to sustainable enterprise, or at least serves the principles of sustainability such as social enterprise and environmental enterprise, green enterprise, which seeks to improve human well-being in the long run, and without endangering future generations to the risks of environmental scarcity. All of this is achieved by adopting sustainable businesses, especially by the elite of society and the educated class, which are university students and project holders from university graduates

Therefore, we do not have to look at the perception and realization of this category of sustainable enterprise, it is necessary to focus on the vision, perception and awareness of this category of sustainable enterprise.

This study examined the students' perceptions of sustainable entrepreneurship and its promotion of sustainable entrepreneurial orientation to change their behaviours by acquiring the personality traits of a sustainable entrepreneur and to change also the mindsets that enable them to create sustainable entrepreneurial projects and run them in effectively.

Firstly: The Research Problematic

Based on the afore-mentioned ideas, the problematic of the research can be formulated as follows:

What is the impact of the students' perceptions of sustainable entrepreneurship on sustainable entrepreneurial intentions?

Secondly: The Hypotheses of the Study

H1- There is a positive and a statistically significant effect of the social perceptions of the enterprise on the intentions of the sustainable enterprise.

H2- There is a positive, statistically significant effect of the economic perceptions (of the enterprise) on the intentions of the sustainable enterprise.

H3- There is a positive, statistically significant effect of the environmental perceptions (of the enterprise) on the intentions of the sustainable enterprise.

Thirdly: The Importance of the Study

The importance of the study lies on knowing the students' personal perceptions of the direction of sustainable entrepreneurship for sustainable development, and knowing the orientation of the university's outputs towards sustainable entrepreneurship, as they are a resource and an effective human resource in society, by applying their scientific and knowledge gains from the university to benefit the community with sustainable projects.

1- LITERARY REVIEW OF THE STUDY

1.1- Previous Studies

Below is a set of previous studies that dealt with the topic of sustainable entrepreneurial intentions, arranged according to the chronology of the study.

- The study (Ehsan, 2014)entitled The Relationship between Entrepreneurial Orientation and Sustainable Leadership.

The purpose of this study is to find out the relationship between the entrepreneurial orientation and the sustainable entrepreneurship through the dimensions of the entrepreneurial trend (risk, proactiveness and creativity) with the dimensions of sustainable entrepreneurship (social, environmental and economic leadership). The descriptive approach was used to define each of the orientation

entrepreneurship and sustainable leadership in their dimensions through the previous studies. To test and study the hypotheses, a questionnaire directed to one hundred and seventy eight (178) medium and small-sized projects in Al-Diwaniyah region. The response rate was 60%, and a set of descriptive statistical methods were used for the analysis and the correlation coefficient. At the end of the research, a set of recommendations were presented, the most important of which is to intensify the activity of the research and development for sustainability.

- The study (Sara & Yi, 2016) entitled From an Entrepreneur to a Sustainopreneur. Extracting Facts about Sustainopreneurship.

The purpose of this study is to find out the factors that transform entrepreneurs to sustainable activities and start green projects and environmental workers. This research paper relies upon a descriptive analytical approach. Fifteen (15) interviews with entrepreneurs in the sustainable and green field were analyzed to discover the factors that helped them take this approach. The interview guide consisted of structured and unstructured questions; the responses were recorded with the help of common questions. The results showed that there are differences in the answers; nevertheless, there is agreement on some of the questions that support the research. The factors lack a sustainable orientation, which is the adoption of corporate social responsibility, the trend towards green business, environmental reconciliation, and sustainability education.

Finally, the recommendations of the research urged a sense of awareness about this issue not only within organizations, but in educational institutions as well. Its outputs are the inputs of the business world.

- The study (Kouachi & Saidi, 2017) entitled The Socially Responsible Entrepreneurial Orientation and its Role in Establishing Sustainable Development. The purpose of this research paper is to shed light on the strategies and mechanisms of development, the social responsibility of enterprises and their reflection on sustainable development.

Considering that social responsibility is a link between the goals of contracting and sustainable development, the descriptive approach was used, as approved in theoretical research, through definitions of each of the dimensions of social responsibility and sustainable development. The most important results represent the need to formulate integrated strategies for sustainable development, and to adopt responsibility programs for social contracting projects.

- The study (Tarnanidis, Papathanasiou, & Subeniotis, 2017). This study presents the design and selected results of a comprehensive research on measuring the concept of sustainable entrepreneurship. collected data from 150greek food companies, Multiple Features they era categorized and arranged in the following four titles, Internal Social Values(ISV) ; External Social Values(ESV) ; environmental(ENV) ; and economic values(ECV)

Our findings differ slightly from those mentioned in previous research to other contexts, as we managed to build an aggregate tool.

- The study (Chang Soo & Joo Y. , 2018). Sustainability orientation and entrepreneurship orientation. Is there trade of relationship between them?

The purpose of this study is to investigate the impact of an individual's personal attitudes towards sustainable entrepreneurship through the ability to identify existing opportunities in the market. Considering that entrepreneurship and sustainability are bilateral and have a direct relationship. A group of emerging entrepreneurs was studied; most of their projects are less than three (3) years old. A questionnaire, as a tool for collecting the primary data, was distributed to 242 individuals, except for 215 questionnaires of its template for the final analysis. the Smart PLS 2 programme was used to analyze the results, and the orientation towards sustainability was reached. It has a positive relationship with entrepreneurial opportunities and the strengthening of entrepreneurial intention.

Entrepreneurial intent has a positive impact on sustainable intent, and it was found that pioneering entrepreneurs have personal desires to move towards sustainability and exploit environmental

opportunities in order to respond to their projects. We recommend that it is necessary to understand the environmental factors facing these entrepreneurs when interpreting the research, because they are capable of environmental impact and review of sustainability-oriented disciplines to build sustainable pioneering entrepreneurs of the future.

- The study (Olawale, 2019) entitled sustainability orientation and sustainable entrepreneurial Intentions of university students in South Africa.

It is an analytical study using quantitative analysis based on survey. The aim of this research is to study to what extent the student's behaviour can be predicted through intentions towards sustainable entrepreneurship. And what is the possibility of creating future businesses for students that form the framework of sustainable entrepreneurship by applying the sustainable dimensions? To measure this, a questionnaire was used to collect primary data on a group of students in South African universities using the cross-sectional approach. The target population of the study consisted of students who were about to graduate from the Department of Business Administration, and a sample of three hundred (300) students was chosen. The reliability of the questionnaire was measured, and the study data was analyzed through descriptive statistics (correlation and regression analysis). The study concluded that there is an impact of the dimensions of sustainability on the student's behavior in establishing a sustainable institution.

- The study (Farwi a & l Zine El Abidine, 2020) (entitled Factors Affecting Tendencies to Sustainable Entrepreneurial Projects by Modeling Structural Rates - A Case Study of Students of the University of Tlemcen.

It is a quantitative analytical study that aims to study the factors affecting the tendency of students in penal universities for sustainable entrepreneurial projects. A questionnaire was used as a tool for data collection, which was distributed to a group of students from the University of Tlemcen, and thirty (30) effective questionnaires were collected for the study. The partial least squares (PLS) method was used to test the hypotheses. It concluded that the attitude towards

sustainability, the personal criterion and the perception of feasibility had a positive impact on the tendency for sustainable enterprises in contrast to the perception of desire, which had no significant effect.

- The study (Middermann, Kratzer, & Perner, 2020). The impact of environmental risk exposure on the determinants of sustainable entrepreneurship.

It is an analytical survey aimed at finding the relationship between environmental risks and the intentions to establish sustainable projects, establishing institutions that address social, environmental failures and the economic aspect, by applying the Theory of Planned Behavior (Ajzen, 1991) in explaining the behaviour of the trend towards sustainable enterprises. Adult Entrepreneurship was monitored in 2015; the sample interviewed was limited to entrepreneurs trying to start a social or environmental activity. The answers were one hundred seventy-five thousand two hundred and eighty (175,280) responses from fifty seven (57) countries; the results revealed that the intention to start a sustainable project increases when opportunities are increased in the area. The positive impact of the business climate on sustainable leadership cannot be confirmed. It was also found that the relationship is not affected by the degree of exposure to environmental risks; nevertheless, the perceived social pressure due to a high view of social business has a greater impact on sustainable entrepreneurial intent in countries with a low degree of environmental risk exposure.

1.2- Entrepreneurial intent

Before addressing the definition of entrepreneurial intent, we must identify the intent, which (Krueger et al, 200) defined as the determination to achieve something in a way or to do a given thing (Salhi & Boujelbene, 2013). Intention is the best indicator of behavior (Ajzen, 1991), it determines behavioural attitude through effects on intentions as well as the person's attitudes (Autio, Keeley, Klofsten, GC Parker,, & Hay, 2001) (Autio, Keeley, Klofsten, GC Parker, & Hay, 2001). The best prediction of behaviour is strictly determined by the individual (personal) or situational (functional) variables as well.

Considering that starting a new project is a relatively rare event (Krueger & Carsrud, 1993), as for the entrepreneurial intention (Bird, 1988) it is the individual's realization and belief in his ability to establish a new project (Alili and Mahi, 2019).

According to Thompson (2009), the entrepreneurial intention is a person's self-recognition of his intention to establish a new project and consciously plan for it at some point in the future (Khamis and Mohsen, 2017). As for Fishbein and Ajzen (1975), it is seen as a state of mental awareness of the individual towards starting a new project or creating a new value in an existing institution.

Intent relates to desire that reflects issues and concepts related to the attitude towards behaviour, and that explains one's perceptions of what is personally desired (Liñán, Rodríguez-Cohard , & Rueda-Cantuc, 2011). This depends on the attitudes of the character that has an impact on the results of the performance of the target behaviour (Salhi & Boujelbene, 2013). At this level, a distinction must be made between good and bad results, as the incentives and motives that motivate the individual to carry out this behaviour. The expectations of its results, must be considered, and the perceptions of this desire are essentially linked to the interest in this area .(Krueger & Brazeal, 1994). The personal attitude towards performing behavior is assumed to depend on the influence of the potential salient outcomes from that behavior (Krueger & Carsrud, 1993), which show attitudes to explain the behaviour (Ozarall & Rivenburgh, 2016). Intentions involve the activation of the cognitive process that serves to guide beliefs, perceptions, and other internal and external factors that explain the desire for entrepreneurial action (Krueger & Carsrud, 1993). The personal perception integrates subjective criteria and the agreement towards behaviour according to the model (Ajzen, 1991) (Kadaidi, 2017), while (Esfandiar & all, 2019) see that the attitude towards entrepreneurship and the perceived personal desire is a psychological attitude towards any behaviour. It is expressed by evaluating specific situations with a degree of approval or disapproval, which is the global scale for measuring entrepreneurial intent and evaluating entrepreneurial behaviour, and it reflects individuals' beliefs about the extent to which they want to adopt a behaviour or not, and the

expectation of its results in general. In fact, the more attractive the attitude towards entrepreneurial work, the more appropriate the conception of creating entrepreneurial projects (Esfandiar, Sharifi-Tehrani, Pratt, & Altinay, 2019). The concept of attitude is widely used in scientific research on a large scale in the disciplines of science management and in particular in the field of entrepreneurship to understand the individual's behaviour towards entrepreneurial work. The difference between perceived usefulness and self-competency includes not only a sense of ability, but also a perception about the ability to control the behaviour, that is to, say the performance of the behaviour is not up to the person alone (Liñán & Chen, 2006).

According to (Koubaa, 2011) the perceived feasibility consists of the individual's assessment of his capabilities in the field of entrepreneurial projects in order to embody his ability and translate his intention into reality. The study of the sustainable entrepreneurial intentions of individuals is one of the most modern ways to understand the sustainable entrepreneurial path, as it is considered as an indicator of sustainable entrepreneurial behaviours and therefore of potential entrepreneurs. As it is of prior importance to identify the rationales that motivate individuals in a humiliating context to choose sustainable entrepreneurship as a career path over others. The sustainable entrepreneurial intention helps in explaining the reasons why individuals decide to take the sustainable entrepreneurial path. The establishment of their sustainable institutions, given that the establishment of a sustainable entrepreneurial work. The sustainable entrepreneurial work requires individuals to make conscious choices and take the necessary and appropriate decisions.

1.3- Sustainable entrepreneurship

Sustainable Entrepreneurship is an approach to clearly confront the most pressing social and environmental challenges by entrepreneurs. They should act ethically in order to contribute to the economic development, improve the social and living standards of the workforce without harming the environment through innovative business model techniques based on exploiting social and environmental market failures. It is a business model that enables the

entrepreneur to obtain economic profit and at the same time improve the social and environmental concerns. It includes additional criteria for environmental and social effectiveness, which are referred to as the societal state and the natural state of sustainable projects and means focusing on the most efficient use of natural and social resources (Tilley & Young, 2009). Herein lies the innovative value of considering sustainable entrepreneurship as business or entrepreneurial activities that focus on preserving nature, supporting life and the well-being of the society to achieve current and future economic and non-economic gains (Nur Eryant, Zanaton H.n, & Sayyidah , 2018) in contrast to traditional businesses that focus on profit alone (Izaidin, Aziz, & Wei-Loon , 2017) (i.e. sustainable entrepreneurship is entrepreneurship that is based on discovering, evaluating, and exploiting opportunities that enhance internal and external sustainable development gains for the enterprise (Laura H, Jan, & Susanne , 2020). Sustainable entrepreneurship is often used as a synonym for environmental entrepreneurship (Muñoz & Cohen, 2017). Other researchers see sustainable entrepreneurship as a link between economic value creation and socioeconomic value by contributing to economic development while maintaining social and environmental justice, (Theodore , Jason, & Demetres , 2019). According to (Gibbs, 2009) this is a concept related to sustainability and entrepreneurship, considering that sustainable entrepreneurship is a combination of environmental entrepreneurship (Chang Soo & Joo Y. , 2018), green entrepreneurship, and social entrepreneurship, and these businesses are intertwined with each other. It is difficult to draw businesses clearly (Sara & Yi, 2016), yet, there is an essential difference between them. Sustainable entrepreneurship is a mixture of both social enterprise that is concerned with the social aspect only, without taking into account the environmental aspects, and environmental enterprise that is concerned with the environmental aspect (Nur Eryant, Zanaton H.n, & Sayyidah , 2018) without taking into account the social aspect which go beyond the “business case” of environmental and social efficiency as well as economic profit.

Sustainable entrepreneurship is an intersection between entrepreneurship and the dimensions of sustainable management (Frouey and Jalil, 2020), i.e the establishment of entrepreneurial projects that are in a sustainable context by blending the dimensions of sustainability, namely, the social dimension, the economic dimension, and the environmental dimension in the project activity (Olawale, 2019). There are those who refer to sustainable enterprise as social enterprise or environmental enterprise, according to (O'Neill et al, 2009) and defined sustainable enterprise as the process of organizing sustainable projects that aspire profit and consider social, family and environmental conditions that seek economic gains (Ehsan, 2014), but without compromising the environment and preserving culture and community values (Sara and Yi, 2016).

2- METHOD AND TOOLS

2.1- The Study Method

The two descriptive approaches were adopted in the theoretical aspect to determine the theoretical concepts related to the variables of the study based on previous studies and available sources and references.

As the general purpose of this field study is to discover the cognitive factors that allow students to go to sustainable enterprises. In this investigation, we have relied on the questionnaire to collect data. If the questionnaire in the first section contains questions related to the demographic characteristics of the target group, as for the second section, we focused on the various indicators that are related to the study variables.

We relied on (Braun, 2013) in formulating and designing the questionnaire to measure the sustainability attitude variable. Nevertheless, the personal or social criterion variable (Linan and Chen, 2009) was used to measure the sustainable entrepreneurial intention variable.

2.2- The Society and the Study Sample

As for the targeted sample, students from the University of Biskra followed a training and development sessions at the Entrepreneurial

Institute in November and December 2020. Their number reached two hundred and fifty (250) students. The electronic questionnaire was distributed due to the health protocol and the study in the groups. Eighty five (85) questionnaires were retrieved and eighty three (83) were accepted for the purpose of scientific research and statistical analysis of the study.

After we had collected the data, we analyzed this data statistically by means of softwares. With regard to the technique used to test the hypotheses, we relied on the structural equation modeling technique, through which we can evaluate the effectiveness of the theoretical model that includes the observed variables and default constants

The following table displays the frequencies and percentages that describe the study sample by gender, age and specialization.

Table 1. Distribution of the Personal data

	Variable	Number	Percentage
Gender	Male	28	%33.7
	Female	55	66.3%
	Sum	83	100%
Age	Under 25	42	50,6%
	From 25 to 30	25	30,12%
	From 31 to 35	16	19,28%
	Sum	83	%100
Specialization	Science & Technology		54.22%
	Human sciences	38	45.78%
	Sum	83	100%
Status	Student	65	78,31%
	Student employee	12	14,46%
	Student workingon his own	6	7,23%
	Sum	83	%100

Source: Prepared by the researchers based on the outputs of SPSS V26

The sample included eighty (83) respondents, of whom 28 were male students with a percentage of 33.7%, and 55 female students with a percentage of 66.3%. This is the largest percentage. This indicates that the university community is more feminine than masculine, and the majority of the students interviewed were less than 25 years of age, which is the adequate age for the master's degree. The distribution of the respondents according to age was as follows: those aged less than 25 reached 50.6%, those aged between 25

and 30 achieved 30.12%, while those aged more than 35 did not exceed 19%. As for the distribution of the sample by specialty, the students of technology majors was the largest with a percentage of 54.22%; the percentage of students of humanities, including management and economics, is 45.78%, the status of the student is only 78.31%; for the student employee the percentage was more than 14%, while the student working on his own was 7%.

2.3- The Tools and Methods of the Study Remedy

The study relied on an electronic questionnaire to collect data according to the Likert Scale which was designed as follows:

The first part includes the personal data of the sample population.

The second part included the axes related to the subject of the study, and it included nineteen (19) items and was divided according to the variables of the study; whereas, the axis of personal perceptions of sustainable enterprise includes fifteen (15) items, the axis of entrepreneurial intention included four (4) items. To analyze the model and hypotheses of the study, the Smart PLS 3 program was used.

2.4- The Reliability and Validity of the Study Tool (questionnaire reliability test)

The stability of the study questionnaire was verified, through Cronbach's alpha coefficient, and the following table indicates Cronbach's alpha coefficients to measure the questionnaire's stability.

Table 2. Cronbach's alpha coefficient measures the reliability of the questionnaire

Variable	Symbol	Cronbach's alpha	Items
Social perception	SOS	00.843	05
Environmental perception	ANV	0.721	05
Economic perception	ECO	0.797	05
Sustainable entrepreneurial intent	INT	0.795	04
The whole questionnaire		0.8	19

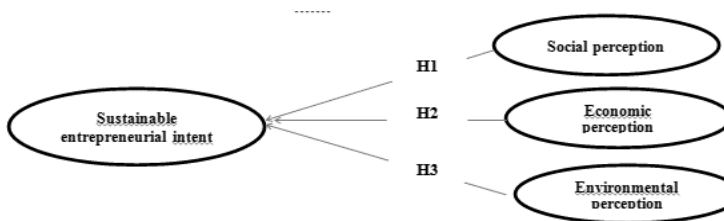
Source: Prepared by the two researchers based on the outputs smart PLS 3

It is clear from table two that the general stability coefficient of the study axes is high, reaching (0.8) for the total items of the questionnaire, while the stability of the axes ranged between 0.721 as minimum and between 0.843 as maximum. This indicates that the questionnaire displays a high degree of stability, which makes us fully confident in the validity of the questionnaire and its validity to analyze and interpret the results of the study and test its hypotheses Nunnally & Bernstein, 2001).

2.5- The Study model

A hypothetical model has been developed for the study

Figure 1. Study model



Source: prepared by the two researches

3- RESULTS AND DISCUSSION

The evaluation of a model using the Smart PLS methodology requires evaluating the measurement model first, then evaluating the structure to determine the nature of the relationships between the underlying variables.

3.1- Evaluate the measurement model

The model is evaluated through three criteria: internal consistency stability, convergent validity and discriminatory validity.

Internal consistency is assessed by the composite reliability value (CR), while convergent validity is tested by saturation coefficient and mean variance (AVE) (Hair et al., 2011)

The following table shows the results of stability and internal consistency.

Table 3. Measurement model quality standards

Latent variables	Items	Saturation factor	Explained mean variance (AVE)	Compound stability (CR)
Social perception	SOS1	0.774	0.613	0.888
	SOS2	0.767		
	SOS3	0.823		
	SOS4	0.728		
	SOS5	0.717		
Economic perception	ECO1	0.849	0.542	0.791
	ECO2	0.670		
	ECO3	0.874		
	ECO4	0.885		
	ECO5	0.506		
Environmental perception	ANV1	0.861	0.567	0.864
	ANV2	0.831		
	ANV3	0.830		
	ANV4	0.888		
	ANV5	0.602		
	ANV6	0.552		
Sustainable Entrepreneurship Intent	INT1	0.861	0.637	0.871
	INT2	0.874		
	INT3	0.885		
	INT4	0.506		

Table 3. (Following the table)

Latent variables	Items	Saturation factor	Stability of internal consistency	Cronbach alpha
Social perception	SOS1	0.774	0.851	0.843
	SOS2	0.767		
	SOS3	0.823		
	SOS4	0.728		
	SOS5	0.717		
Economic perception	ECO1	0.849	0.820	0.721
	ECO2	0.670		
	ECO3	0.874		
	ECO4	0.885		
	ECO5	0.506		
Environmental perception	ANV1	0.861	0.822	0.795
	ANV2	0.831		
	ANV3	0.830		
	ANV4	0.888		
	ANV5	0.602		
	ANV6	0.552		
Sustainable Entrepreneurship Intent	INT1	0.861	0.841	0.795
	INT2	0.874		
	INT3	0.885		
	INT4	0.506		

Source: Prepared by the two researchers based on the outputs Smart PLS 3

Based on the above table, Cronbach's alpha values range between (0.820 and 0.851), i.e they are greater than 0.7, it indicates that the questionnaire is characterized by good stability, and the internal consistency coefficient ranges between (0.820 and 0.851) ; the stability of the compound ranges between (0.791 and 0.888).) it exceeds the threshold of 0.7, which indicates that there is an internal consistency between the items of the questionnaire. Therefore, the stability and reliability of the model is accepted. We notice that all the latent variables are characterized by convergent validity, as all saturation coefficients are greater than 0.4, and all the averages of the explained variance are greater than 0.5, which also indicates the quality of the measurement model (AVE).

Discriminatory Validity Criterion:

As for the discriminatory validity, it is based on the (Fornell-Larker, 1981) criterion, which requires that the square root of the mean of the explained variance of the latent variable should be greater than the correlation of that variable with the rest of the latent variables.

The following table shows the results of this test.

Table 4. Criterion (Fornell-Larker, 1981)

	Social perception	Economic perception	Environmental perception	Sustainable entrepreneurship intent
Social perception	0.783			
Economic perception	0.100	0.672		
Environmental perception	0.447	0.196	0.753	
Entrepreneurship Intent	0.665	0.237	0.642	0.798

Source: Prepared by the two researchers based on the outputs Smart PLS 3

Through the results shown in the above table, we notice that the square root of the average explained variance represented in the diagonal values of the matrix is greater than the correlation of the latent variables with each other (values outside the diagonal). This indicates that there is a difference (differentiation) between the latent

variables. Finally, after checking the criteria for the stability of internal consistency, convergent and discriminatory validity, it can be said that the measurement model is acceptable, and we can use it to measure the variables inherent in the study model.

3.2- Evaluation of the structural model

Path coefficients: testing the hypotheses of the model

In order to test the hypotheses of the proposed study, the significance of the paths coefficients between the external and internal latent variables is examined. Using Bootstrapping technique, and depending on the value (t) that should exceed (1.96) for the path to be significant (Hair et al., 2014).). The following table shows the results.

Table 5. Estimates of Direct effects

Hypothesis		Result	P function or value	t	Coef ficient
H1	Social perception --- sustainable entrepreneurship intent	Accepted	0.000	4.575	0.470
H2	Economic perception --- Sustainable Entrepreneurship Intent	Rejected	0.127	1.527	0.109
H3	Environmental perception --- Sustainable Entrepreneurship Intent	Accepted	0.001	3.400	0.410

Source: Prepared by the two researchers based on the outputs Smart PLS 3

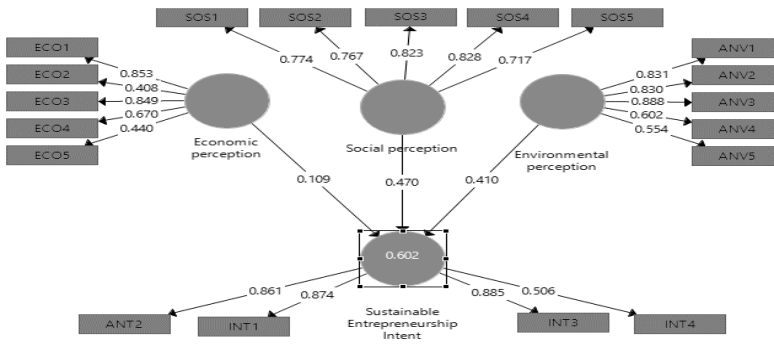
According to the results shown in the table above, it is clear that there is a positive and moral (statistically significant) impact of the environmental and social perception on the sustainable entrepreneurial intention. Therefore, the first and third hypotheses are accepted.

We reject the second hypothesis because it is not statistically significant, as the (t) value is less than 1.96 and (P) the significance value is greater than (0.05). Thus, it can be said that there is no effect

of the economic perception on the sustainable entrepreneurial intention.

The results show that the value of the coefficient of determination of the intention R^2 equals (0.602) for the perceptions of sustainable entrepreneurship, i.e 60.2% explains the sustainable entrepreneurial intention.

Figure 2. Results of the Study model



Source: Smart PLS 3 outputs

The previous figure represents the output of the results of the analysis

3.3- Evaluation of the model quality

GOF Index, after checking the quality of the measurement model, we will check the quality of the structural model through the matching quality index, which can be formulated as follows:

$$\sqrt{AVE * R^2}$$

(AVE) represents the averages of the explained variance, and $\sqrt{R^2}$ represents the averages of the coefficients of determination.

Through the results of the analysis, we got all the values ((AVE=0.567., and $\sqrt{R^2}$)=0.602. Therefore, the value of GOF= $\sqrt{(0.602*0.567)}$ =0.584. So the GOF is greater than 0.36 according to (Wetzels et al, 2009), which indicates the quality of the proposed structural model.

3.4- Discussing and interpreting the results

This study aims at exploring the students' perceptions of circular enterprise and its impact on the intention of sustainable enterprise, in accordance with most theories that are used to predict behaviour. Accordingly, this study seeks to know the perceptions of the perceived personality (economic perception, social perception, and environmental perception) that affect the intention of sustainable enterprise. After conducting an analytical questionnaire study on a sample of Biskra University students, the results showed what follows:

- After evaluating the model, evaluating the measurement model first, then evaluating the structure to determine the nature of the relationships between the underlying variables. The quality of the measurement model was checked, and accordingly, the hypotheses can be studied and analyzed, as the results proved that there was an impact on the students' perceptions of sustainable contracting on the basis of entrepreneurial intentions. The results of the hypotheses were as follows:
- There is a positive statistically significant impact of the social perception on the intention of sustainable entrepreneurship. The path coefficient was 0.470, which is greater than 0.196 and this is what the students perceived of the success of sustainable entrepreneurship through the social perception. The success of entrepreneurship comes through building a network of social relations, especially with institutions official and civil associations in order to build a sustainable project. The establishment of the project depends on social support; the interest and employment of people with special needs in the students' perception of sustainable enterprise success. This was confirmed by a study (Chang SooSung & JooY. arkK, 2018).
- There is a statistically significant effect of the environmental perception on the intention of sustainable entrepreneurship so that the path coefficient was 0.410, which is greater than 0.196. This is what the students perceived of the success of sustainable entrepreneurship through the environmental perception. The success of the enterprise comes through the identification of

renewable primary resources in order to preserve the available primary resources, particularly the students of renewable energies. As it was agreed, the use of renewable energies has a significant impact on the success of sustainable entrepreneurship. And students of biology and agriculture think that the success of sustainable enterprise depends on the use of circular biomaterials. The result supports the study (Sara Majid & Yi Yaqun, 2016) and study (Tarnanidis, Papathanasiou, &Subeniotis, 2017)

- There is no positive statistically significant impact of funding for the economic perception on the sustainable entrepreneurial intention. as the track standard was 0.109, which is less than the required level (1.960), and this reflects the students' opinions that research on wealth, economic income, and profit maximization are not part of the elements of sustainable entrepreneurship since its results are not based on the public but on the private service instead, which confirms the study of (NurEryant& all, 2018) and (Tarnanidis, Papathanasiou, & Subeniotis, 2017).

CONCLUSION

In reviewing previous studies, we find great interest in entrepreneurial intention by researchers in different disciplines such as administrative sciences, social sciences, and psychology. Nevertheless, few studies have tried to test sustainable entrepreneurial intention that helps to sustain the project and conserve resources.

In this study, the nature of students' perceptions of sustainable entrepreneurship and its impact on entrepreneurial intentions was diagnosed though the results of the study confirmed that both social and environmental perceptions contribute to improving sustainable entrepreneurial intentions. There is no statistically significant effect of economic perceptions on sustainable entrepreneurial intentions. However, the researchers confirm that the tested sample is simple, which is one of the types of non-probability samples, which means that there is no generalization of the results on all students though the study results clarified a closer picture of reality for all sustainable entrepreneurship and students' intentions to establish sustainable

projects, which confirms the importance of more research on the subject.

In the light of the previous results, we offer a series of suggestions: It is necessary to highlight the role of the university in orienting and guiding students to establish sustainable institutions through work to shape a positive attitude in entrepreneurial behaviour as a better alternative than heading towards searching for jobs in the public sector, which has now become highly saturated. Although the university students have intentions to establish institutions, the number of established institutions is low compared to the number of university graduates, especially in the field of reconciliation with the environment (green, circular and purple projects), which requires future studies aiming at identifying the reasons that prevent the transition from the intention to establish institutions to the establishment of institutions by university graduates.

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Annexe

N.B. the term entrepreneurial in this questionnaire means the establishment of a private enterprise, whatever its legal capacity (an institution, a study office, a workshop.... etc) and the contractor is the owner of this private project or private enterprise.

Personal Data

Gender : Male Female
Status : Student Student employee Student own work
Qualifications: Bachelor degree Master I Master II
Speciality: **Age:**

Please specify your degree of agreement or disagreement by using the sign (X) on the scale in the table. Thank you for your cooperation.

Scale	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The Economic Dimension					
01	My objective is to create a sustainable enterprise in to make money (getting wealth)				
02	I am able to achieve the best objectives in worst circumstances				
03	I have a strong desire for achievement, and excellence in the sustainable business that I undertake to improve the economic situation				
04	I am able to control the process of establishing a new sustainable enterprise to improve the economic situation				
05	Establishing and maintaining a sustainable enterprise improves the economic situation				
The Social Dimension					
01	I rely heavily on social relations to organize the sustainable enterprise				
02	I receive support through the social network				
03	I am confident in my abilities to carry out a sustainable entrepreneurial activity				
04	My success is due to the relationships I have with the members of the community				
05	I have a strong tendency to establish a sustainable business to do charitable work				

The Environmental Dimension

- 01 I am determined to create an environmentally sustainable project in the future
 - 02 I have an intention to create a sustainable institution to protect the environment
 - 03 I am ready to do anything to be an environmental responsible contractor
 - 04 Sustainable entrepreneurial models influence the desire to emulate them
 - 05 I have a tendency towards sustainable entrepreneurship and I am ready to take risks
-

The Sustainable Entrepreneurial Intent

- 01 I will start an enterprise if I have the opportunity and resources
 - 02 I have an intention to establish an entrepreneurial enterprise
 - 03 There is a good chance that I will be an employee
 - 04 If I had to choose between being an employee or the owner of an enterprise, I would choose the second option
-