



Journal of the International Council for Small Business >

Volume 7, 2026 - [Issue 1](#)

139 2

Views CrossRef citations to date Altmetric

Articles

Moderated mediation analysis: Entrepreneurial education's influence on the SSN–EI link via entrepreneurial attitude

Anubhav Tewari Ehtesham Ahmad & Ashish Kumar Arya

Pages 148-162 | Published online: 25 Mar 2025

Cite this article

<https://doi.org/10.1080/26437015.2025.2467086>

Sample our
Economics, Finance,
Business & Industry Journals
>> [Sign in here](#) to start your access
to the latest two volumes for 14 days

Full Article

Figures & data

References

Citations

Metrics

Reprints & Permissions

Read this article

ABSTRACT

This study explores how entrepreneurial attitudes and intentions are influenced by supportive social norms and entrepreneurial education (EE), integrating social, cognitive, and educational perspectives. Analyzing 704 Indian commerce students using confirmatory factor analysis,

Analysis of

ces

PROCESS

l norms

on intent

nitigates

the negati

undersco

We use cookies

By clicking "Accept all", you agree to the storing of cookies on your device for functional, analytics, and advertising purposes.

Accept all



More choices

See our privacy policy



moderated mediation approach, offering insights for entrepreneurship programs and contributing to the literature on entrepreneurial intention (EI) development. The highlights are that EI is a main predictor of entrepreneurial behavior and variables of the theory of planned behavior are identified as being important in the formation of it; the study also examines how EE moderates this effect.

KEYWORDS:

Supportive social norm entrepreneurial attitude entrepreneurial intention entrepreneurial education TPB
moderated mediation model

Disclosure Statement

No potential conflict of interest was reported by the author(s).

Log in via your institution

➤ [Access through your institution](#)

Log in to Taylor & Francis Online

➤ [Log in](#)

Restore content access

➤ [Restore content access for purchases made as guest](#)

Purch

We use cookies

By clicking "Accept all", you agree to the storing of cookies on your device for functional, analytics, and advertising purposes.



[See our privacy policy](#)

[for later](#)

PDF download + Online access

- 48 hours access to article PDF & online version
- Article PDF can be downloaded
- Article PDF can be printed

USD 56.00

 Add to cart

* Local tax will be added as applicable

 Share

Related Research

People also read

Recommended articles

Cited by

2

[Partial, conditional, and moderated moderated mediation: Quantification, inference, and interpretation](#) >

Andrew F. Hayes

Communication Monographs

Published online: 3 Aug 2017

[Cultivating entrepreneurial spirits: unveiling the impact of education on entrepreneurial intentions among Asian students](#) >

Pushparaj M. Nayak et al.

Cogent Business & Management

Published online: 4 Jun 2024



[Student's Entrepreneurial Intention: Investigating Predictor Latent Variable via Mediating Analysis](#) >

Ashish Kumar Arya et al.

Measurement: Interdisciplinary Research and Perspectives

Published online: 4 Sep 2024

We use cookies

By clicking "Accept all", you agree to the storing of cookies on your device for functional, analytics, and advertising purposes.



[See our privacy policy](#)

Information for	Open access
Authors	Overview
R&D professionals	Open journals
Editors	Open Select
Librarians	Dove Medical Press
Societies	F1000Research
Opportunities	Help and information
Reprints and e-prints	Help and contact
Advertising solutions	Newsroom
Accelerated publication	All journals
Corporate access solutions	Books

Keep up to date

Register to receive personalised research and resources by email

 [Sign me up](#)

  

  

Copyright © 2026 [Informa UK Limited](#) [Privacy policy](#) [Cookies](#) [Terms & conditions](#)

[Accessibility](#)



Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG

We use cookies

By clicking "Accept all", you agree to the storing of cookies on your device for functional, analytics, and advertising purposes.



[See our privacy policy](#)