

## **WORKSHOP 2 ENTREPRENEURSHIP AND INNOVATION**

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### **INTENTION TO START A NEW VENTURE AMONG GREEK SELF-EMPLOYED AND SMALL BUSINESS OWNERS. THE MODERATING ROLE OF EDUCATIONAL BACKGROUND.**

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#### **ABSTRACT**

Demographics in general and Education in particular, have been a point of disagreement among the students of entrepreneurship, in terms of the extent to which they actually help in predicting Entrepreneurial Intention and Action. The purpose of this study is to illuminate this issue, investigating the intention of Greek self-employed and small business owners to add new value and/or to expand their business and the impact of the Intention antecedents, bringing into the equation also the impact of education. The sample of the study consists of 696 entrepreneurs from the Metropolitan Athens area. Structural Equation Modeling has been used in analyzing the data, as it appears to be the most appropriate tool in the relevant literature (Linan and Chen, 2009). The results, will highlight the, direct, indirect or no effect of education in the entrepreneurial process. In addition, the relationship between the antecedents of intention with intention, will become more lucid, through the retesting of the Theory of Planned Behavior in a rarely studied context, that of existing entrepreneurs as opposed to aspiring ones. The study will conclude with proposing several implications for practitioners and academics.

**Key words:** Entrepreneurial Intention, Gender, Greece, Theory of Planned Behavior, Entrepreneurs, Self-employed