

The Effects of Institutional and Individual Levels on Entrepreneurial Attitude in Emerging Economies

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Introdução

Entrepreneurial attitudes are influenced by both individual and institutional factors. While motivation and self-efficacy shape individual behavior, cultural values and national innovation impact the broader environment. In emerging economies, where norms and values differ from developed contexts, understanding how these levels interact is essential to explain variations in entrepreneurial behavior and guide more effective policies and strategies.

Problema de Pesquisa e Objetivo

Most studies on entrepreneurial attitudes are conducted in developed economies, limiting the understanding of how institutional factors—such as cultural values and national innovation—affect individual behavior in emerging contexts. This study aims to evaluate how entrepreneurial attitudes are shaped by institutional and individual factors. The institutional level includes cultural values and national innovation, while the individual level considers personal motivation and perceived behavioral control.

Fundamentação Teórica

This study examines how institutional and individual-level factors affect entrepreneurial attitudes. At the institutional level, it explores the impact of cultural dimensions—power distance, individualism, uncertainty avoidance, indulgence—and national innovation. At the individual level, it investigates motivation, self-efficacy, and perceived ease in starting a business, proposing eight hypotheses that explain how these dimensions influence entrepreneurial behavior.

Metodologia

This quantitative study analyzed data from 30,090 individuals across 16 emerging economies using secondary data from GEM, GII, the World Bank, and Hofstede's Value Dimensions. A Hierarchical Linear Model (HLM) was used to examine the effects of institutional and individual variables on entrepreneurial attitude. The dependent variable was constructed from GEM indicators; independent and control variables were standardized and included at both individual and national levels.

Análise dos Resultados

The multilevel analysis revealed that both individual and institutional factors significantly influence entrepreneurial attitude. Positive effects were found for individualism, indulgence, innovation, motivation, self-efficacy, and ease in starting a business. Conversely, power distance and uncertainty avoidance had negative effects. The model confirmed all eight hypotheses, highlighting the relevance of cultural values and innovation in shaping entrepreneurial behavior across emerging economies.

Conclusão

This study demonstrates that entrepreneurial attitudes in emerging economies are shaped by both cultural values and individual factors. Individualism, indulgence, innovation, motivation, and self-efficacy positively affect entrepreneurial attitude, while power distance and uncertainty avoidance have a negative influence. The findings support multilevel approaches and highlight the relevance of fostering autonomy, reducing hierarchical barriers, and promoting tolerance to risk and innovation.

Contribuição / Impacto

This study advances the literature by integrating individual and cultural dimensions to explain entrepreneurial attitudes in emerging economies. It highlights that values such as individualism and indulgence foster entrepreneurship, while power distance and uncertainty avoidance inhibit it. Using multilevel modeling, the study offers empirical insights for public policies and programs that promote autonomy, innovation, and risk-taking in culturally diverse contexts.

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