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Creativity and Youth Entrepreneurial Intention: A Conceptual Model

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ABSTRACT

The main objective of this paper is to propose a new conceptual model on entrepreneurship in which creativity plays an important role to stimulate entrepreneurial intention (EI). The variable of creativity serves as a new and an additional predictor for the entrepreneurial intention in the Theory of Planned Behaviour (TPB) which is a well-known estimation model for measuring the effect of intention on human behaviour, particularly in the field of entrepreneurship. This study proposed a variable, creativity, as a new predictor of entrepreneurial intention in relation with all other existing variables such as attitude, social norm, and perceived behaviour control. Exploring the role of creativity in TPB could provide new insight into factors stimulating entrepreneurial intention and entrepreneurial behaviour among youths, particularly in rural areas. Besides that, this move will also assist the public authorities in the formulation of extensive entrepreneurial policy-making to help those who would want to get involved in entrepreneurial activity. Hence, this will help society to empower positive entrepreneurial behaviour among youths, particularly in rural areas who face various environmental obstacles but are rich in prospects.

Keywords: *Creativity, Entrepreneurial Intention, Rural Area, Theory of Planned Behaviour, Youth*

1.0 Introduction

The role of entrepreneurship in contributing to the development of a country's economy is irrefutable. Entrepreneurs' abilities in conducting business to generate profit, reduce impoverishment and create job opportunities have enabled them to be a spark to a nation's economic growth and prosperity (Anjum, Heidler & Tautiva, 2021). Entrepreneurs with the capability of being dynamic and forward-thinking are able to improve the economic performance of their country. As entrepreneurship plays an eminent role in contributing to a country's economic development, it is very important for the government to encourage more youngsters to participate in entrepreneurial endeavours (Mylonas, Kyrgidou & Petridou, 2017). With more people especially the youths participating in entrepreneurial activities, more job-creating business organizations can be formed.

One of the most significant factors which impact entrepreneurial involvement is entrepreneurial intention (EI). Zhao, Seibert & Lumpkin (2010) and Shi, Yuan, Bell & Wang (2020) proposed that entrepreneurial intention is required for an individual to become an entrepreneur. The entrepreneurial intention has proved to be a significant antecedent of entrepreneurial behaviour as scholars in the field of entrepreneurship have done in-depth research to further understand EI (Anjum et al., 2021). Additionally, the process of entrepreneurship can be further developed if the factors that affect an individual's entrepreneurial intention is understood. The entrepreneurial intention has become a main and vital step in assisting individuals to understand the inception of a business start-up. Furthermore, understanding EI could assist entrepreneurs in determining the pertinent criteria in a business start-up at an early stage.

Being creative is crucial to an entrepreneur as creativity is one of the important components of entrepreneurship. For entrepreneurs to identify and exploit opportunities, their creativity is essentially needed. Various research on creativity has revealed that creativity plays an important part in the entrepreneurial process (Anjum et al., 2021). There exists a strong relationship between creativity and the entrepreneurial intention of an individual. Previous studies have shown that people with strong entrepreneurial intention exhibits a high level of creativity (Chia & Liang, 2016; Zampetakis, Gotsi, Andriopoulos & Moustakis, 2011). Another study on British university students had discovered that creative young people tended to have a high entrepreneurial intention (Zampetakis, et al., 2011). This research has also been supported by a study on Taiwanese students that uncovered the fact that youths with high levels of creativity demonstrate a greater entrepreneurial intention and drive (Chia & Liang, 2016).

2.0 Knowledge and Research Gap

In the past, many scholars had given attention to the influence of creativity on entrepreneurial intention via the Theory of Planned Behaviour (TPB). Fundamentally, TPB tries to explain the relationship between an individual's intention and the behaviour of the individual. Based on TPB, personal attitude (PA), subjective norms (SN) and perceived behavioural control (PBC) all have a direct influence on an individual's intention (Ajzen, 1991; Ajzen 2020). According to Ajzen (1991), personal attitude (PA) refers to the attitude towards the behavioural intention of an individual. Subjective norm (SN) is defined as the desirability towards other people which affect individual behaviour (Sabah, 2016); and perceived behavioural control (PBC) which is about an individual's belief in their capability to perform an intended behaviour (Yang, 2013). All these variables are the lone predictors of intention. According to Ajzen (2020), no additional variable is required in TPB but in principle, the model can be tried against other variables. Therefore, in our research, creativity is not treated as a new variable. Instead, creativity is assumed to belong to external factors such as PCB that may have a direct relationship with entrepreneurial intention. Further explanation will be discussed in the next section.

Copious research has been conducted on the relationship between creativity and entrepreneurial intention. In some of these studies, the relationship between creativity and entrepreneurial intention is either moderated or mediated by other variables. A study carried out by Hu, Wang, Zhang & Bin (2018) found that the relationship between creativity and intention is mediated by entrepreneurial alertness. Investigations done by Laguia, Moriano & Gorgievski (2019) showed that entrepreneurial self-efficacy and positive attitudes mediate the self-perceived creativity – entrepreneurial intentions link. In addition, Shi et al. (2020) conducted a study by taking into account creativity as a moderator to the link between perceived behaviour control and subjective norms towards intention. Anjum et al. (2021) found that perceived creativity has the disposition to act positively towards entrepreneurial intention with the moderating effect played by the perception of university support. Taking consideration of suggestion by Ajzen (2020), the model of this research treats creativity as a lone predictor which may have a direct relationship with entrepreneurial intention. Noticing that previous literature focuses on the variables that mediate or moderate the creativity – entrepreneurial intention relationship, our research filled the gap by focusing on the direct effect of creativity on entrepreneurial intention. Therefore, the main purpose of this paper is to draw on the relationships between creativity and youth's entrepreneurial intention through the use of the Theory of Planned Behaviour (TPB).

2.0 Theory Underpinning

The whole idea of this research paper is based on the Theory of Planned Behaviour (TPB). TPB is widely applied in the study of psychology and the science of behaviour. Originating from the theory of reasoned action (TRA), TPB became a popular mechanism in various studies including entrepreneurship. Researchers found that TPB worked across multidisciplinary fields and it presented a better picture of human behaviour. TPB gained more popularity because it had introduced a new variable that can manage the incomplete volitional control present in TRA. The volitional control under TRA always assumes that individual behaviour can be executed easily without any barriers or problems. However, Ajzen (1991) and Ajzen (2020) established that in the real world, individuals can face problems or be prevented from acting on their intention to perform a behaviour. Thus, the inclusion of the new variable known as perceived behavioural control (PBC) allows variables such as the perception of taking part in determining human behaviour. This perception considers the factors that facilitate and impede acting on an intention to perform an intended behaviour. In a nutshell, human intention and perception play a very important role in determining human behaviour.

Individual intention is considered the motivational variable that greatly helps an individual to decide what to do in his or her life. It has a great impact on human behaviour or action. It tracks the degree to which a given behaviour or action would be attempted and how much exertion is made for this action to be performed (Ajzen, 1991). The individual's behaviour is reflected by their beliefs or intentions. Theoretically, the stronger the individual intentions or beliefs, the higher the chances for the individuals to materialize their intention through their behaviour (Ajzen, 1991; Barlett, 2019). However, unanticipated events or barriers (such as insufficient time, money, or resource) and lack of requisite skills etc. may prevent an individual from executing his or her intention (Ajzen, 2020). In this situation, the degree of an individual's actual control over behaviour depends on (1) their ability to overcome the barriers; and (2) facilitating factors such as assistance by government or experience. In other words, the greater the individual's actual control over their behaviour, the higher the chances that their intention will be carried out (Maes, Leroy & Sels, 2014). Somehow, this actual behavioural control is difficult to measure and it is always substituted by a proxy called perceived behavioural control (PBC).

The perception that is explained by perceived behavioural control (PBC) measures an individuals' perception towards the level of difficulty when executing any intended behaviour (Ajzen, 1991). An individual's real behaviour is greatly

influenced by his or her perception. Subsequently, perceived behavioural control (PBC) can be applied to various circumstances or activities. Perceived behavioural control (PBC) can be linked to Albert Bandura's work on perceived self-efficacy that emphasizes the individual's ability to execute various possible actions given various conditions or circumstances (Bandura, 1982). Theoretically, they are the same but operationally they are different in terms of assessment (Ajzen, 2020). Perceived behavioural control is assessed by the ease or difficulty in actualizing the behaviour, while self-efficacy is assessed by the individual's confidence in being able to carry out the behaviour in the face of extenuating circumstances

Generally, an individual intention that measures individual motivation and behavioural control which also measures individual ability are critical variables in achieving intended behaviour (Ajzen, 1991; Barlett, 2019; Ajzen, 2020). As shown in Figure 1, both intention and behavioural control have joint effects on behavioural accomplishment. The intention is expected to influence behavioural performance until an individual possesses behavioural control and in turn, an increase in behavioural control will directly increase the behavioural performance until an individual feels he or she is motivated to try. There are two hypotheses that could help establish a relationship between intention, perceived behavioural control (PBC) and behavioural performance: (1) if the intention is assumed constant, perceived behavioural control (PBC) is positively related to any intended behaviour, and (2) if perceived behavioural control could be perfectly substituted.

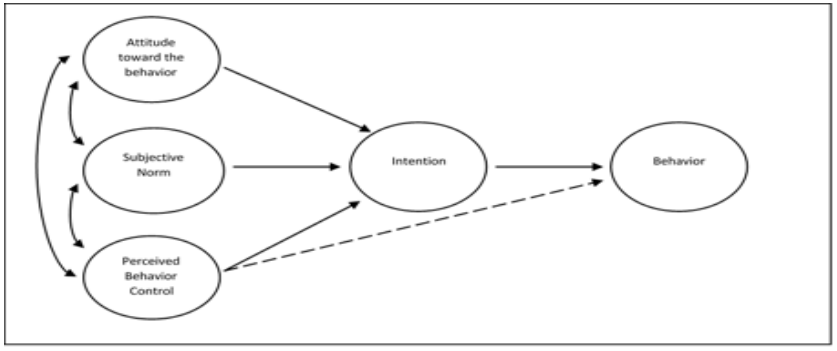

Figure 1: The connection between intention, PBC and behaviour.
Notes: Ajzen (1991)

As depicted by Figure 1, there is a strong connection between intention, perceived behavioural control (PBC) and intended behaviour. It is obvious that intention (desirability/motivation) is defined by personal attitude (PA) and subjective norms

(SN) with a view toward behaviour whereby ability/feasibility is defined by perceived behavioural control (PBC) (Sabah, 2016). It is always true to assume that the predictors of intention specifically personal attitudes (PA), subjective norms (SN) and perceived behavioural control (PBC) are distinctive variables and independent. In theory, variables such as personal attitude (PA) towards intended behaviour, subjective norms (SN) and the individual's perception of their ability to perform a behaviour (PBC) has a direct (positive) influence on individual intention (Ajzen, 1991; Ajzen 2020).

The magnitude to which an individual has a satisfactory or unsatisfactory assessment of certain behaviour is defined as personal attitude (PA) towards behaviour (Ajzen, 1991). As opposed to what subjective norms (SN) refers to the desirability of other people that affect the individual behaviour, the personal attitude (PA) represents individual desirability toward his or her behaviour (Sabah, 2016). Moreover, personal attitude (PA) is a function of behavioural belief. This behavioural belief is defined as a person's subjective probability that executing any intended behaviour will lead to a certain outcome. According to Ajzen (2020), behavioural belief can produce a positive or negative attitude towards intended behaviour.

Subjective norms (SN) explain the influence of other people on an individual's willingness to execute the behaviour (Ajzen, 1991). The subjective norm (SN) addresses the view of others (e.g., relatives and friends) about any intended behaviour. The inclusion of this variable in TPB is based on the contention that claims, individual behaviour is affected by others' perception towards the given behaviour (Sabah, 2016). Specifically, Ajzen (2020) categorized subjective norm (SN) into injunctive and descriptive belief. Injunctive normative belief is defined as the subjective probability of others (e.g., relatives and friends) on approving or disapproving an individual's behaviour execution. On the other hand, descriptive normative beliefs are defined as beliefs as to whether others (e.g., relatives and friends) themselves perform the behaviour.

As mentioned earlier, perceived behavioural control (PBC) measures the difficulty level of performing any intended behaviour. Specifically, perceived behavioural control (PBC) is about an individual's belief that he or she is capable of performing the intended behaviour. These beliefs are based on factors that can facilitate or impede the performance of the behaviour (Yang, 2013). For example, factors such as required skills; unanticipated barriers (insufficient time, money, or resources); assistance by the government and so forth may influence the difficulty level of performing the behaviour (Ajzen, 1991; Ajzen, 2020). Rather than being an actual control, perceived behavioural control (PBC) serves as individual perception and

can be operationalized through self-efficacy.
Perceived behavioural control (PBC) is assumed to moderate the influence of personal attitude (PA) and subjective norms (SN) on intention and in contrast, actual behaviour control is assumed to moderate the effect of intention on behaviour (Ajzen, 2020). In this situation, personal attitude (PA) and subjective norms lead to the formation of favourable intentions until people believe or have the perception that they can and can perform confidently the intended behaviour. Similarly, people should be able to act on their intentions until they have control over the performance of the behaviour. As mentioned earlier, if the knowledge on actual behavioural control is limited, perceived behavioural control can be used as a proxy to predict behaviour.

TPB tries to explain the relationship between individual intention and his or her behaviour. In doing so, it serves three major purposes namely, (1) intention is the best predictor for behaviour, (2) personal attitude (PA) and subjective norm (SN) are the determinants of intention, and (3) external variables may have indirect influences on behaviour (Abraham & Sheeran, 2003). For the first purpose, it predicts an individual's intention. This role allows researchers to study the influence of individual intentions on behaviour (i.e. he or she intends to do something). The second purpose states that an individual's evaluation of intended behaviour and an individual's perception of others judgement may affect those intentions. This role enables researchers to study the influence of individual attitude (i.e. doing something that would be good or bad for him or her) and subjective norm on the intention (i.e. individuals who are close to him/her feel that he or she ought to do something). The third purpose explains that other external factors may have just indirectly influence intended behaviour. These factors may act as a moderator or mediator variable in the model.

Theoretically, perceived behavioural control (PBC) as an external factor is a moderating variable. This means that favourable personal attitudes (PA) and subjective norms (SN) should lead to the formation of a favourable intention only to the extent that the individual also believes that he or she is capable of carrying out said behaviour (i.e., have high PBC). However, most empirical applications of the model have treated perceived behavioural control as a direct determinant of intention that has an equal position as personal attitude (PA) and subjective norm (SN). In order words, all variables are assumed independent predictors of intention. Recent research, however, shows evidence in support of the proposed interactions between these variables (La Barbera & Ajzen, 2020; Kothe & Mullan, 2015). For example, La Barbera & Ajzen, (2020) shows that greater perceived behavioural control (PCB) tends to strengthen the relative importance of personal

attitude (PA) in the prediction of intention and at the same time it also tends to weaken the relative importance of subjective norms (SN). This situation not only allows interactions to take place but it helps explain the weak relationship between subjective norms (SN) and intention.

As mentioned earlier, all these known variables like personal attitude (PA), subjective norms (SN) and perceived behavioural control (PBC) are the lone predictors of intention; and intention and actual control are the only factors determining behaviour. According to Ajzen (2020), there is no additional variable needed in TPB but in principle, it is still open to variables such as self-identity, anticipated effect and past behaviour as long as they fulfil some requirements. Interestingly, once again Ajzen (2020) considered personality traits, intelligence, demographic characteristics and other variables to influence intention and behaviour indirectly through behavioural (determinant of PA), normative (determinant of SN) or control beliefs (determinant of PBC). For example, the effects of gender on entrepreneurial intention is mediated via personal attitudes and perceived behaviour control but not subjective norms (Maes et al., 2014). Therefore, in this study variables such as creativity should not be treated as a new variable. Instead, creativity belongs to external factors such as PCB which may have an indirect effect on behaviour.

Personal attitude (PA), perceived social pressure (SN) and perceived behavioural control (PBC) are generally found to be strong predictors for individual intentions with high precision. Their role in explaining the connection between intentions and intended behaviour is something that cannot be denied. Intentions and perceived behavioural control (PBC) could explain why there are variations in individual behaviour. Hypothetically, personal attitude (PA), perceived social pressure (SN) and perceived behavioural control (PBC) has a direct effect on intentions. However, in empirical studies some researchers may realize that only personal attitude (PA) has an influence on intention, in others, personal attitude (PA) and behavioural control (PBC) are both have influences on individual intention. As such, the individual intention is empirically influenced by personal attitude (PA) in itself or the combination of personal attitude (PA), perceived social pressure (SN) and perceived behavioural control (PBC).

3.0 Theory of Planned Behavior and Entrepreneurial Behavior

Business or entrepreneurship could be a promising opportunity for everyone. Society as a whole enjoyed a lot of benefits from entrepreneurial activities i.e. production, employment, income. Therefore, studying entrepreneurship allows society to explore and utilize available opportunities. Entrepreneurship, by

definition, is about finding, evaluating and exploiting promising opportunities (Shane & Venkataraman, 2000). Hence, academic fields such as entrepreneurship focus on the study of the sources of promising opportunities. These include activities and people associated with the discovery, evaluation and exploitation of opportunities.

The theoretical relationship between entrepreneurship and TPB can be set up on the basis that entrepreneurship answers to perhaps the main research inquiries in this research area; the technique for which individuals find and utilize (exploit) opportunities. The response to this inquiry (opportunities exploitation) relies on individual attributes and the attributes of an opportunity. Shane & Venkataraman (2000) show that individual attributes such as the willingness to exploit opportunities may increase the chances of finding said opportunities. Individuals that possess high self-efficacy (PBC) are expected to create, discover and exploit opportunities. These individual attributes include elements of positive perception and optimism on opportunity exploitation.

In addition, explaining entrepreneurship behaviour requires the researcher to study human behaviour. This is because entrepreneurship is considered a study of intentionally planned behaviour that always involves a strategic decision. In the academic field of entrepreneurship, intention models as part of cognitive research have received huge attention from researchers who wish to investigate entrepreneurship behaviour (Liñán, Rodriguez-Cohard & Rueda-Cantuche, 2011). Besides that, entrepreneurial behaviour is considered a conscious mental activity and individual intention do drive the cognitive state (Renko, Kroeck & Bullough, 2012). Any conscious action must involve cognitive activity. It is contended that an entrepreneurial decision involves complex interactions that require an individual to use his or her intentional cognitive ability (Liñán, 2008). Thus, investigating entrepreneurship behaviour by utilizing entrepreneurship seems to be the right decision. This enables governments to formulate any policy to promote entrepreneurship among youths in Malaysia.

Amofah & Saladrigues (2020) via the multivariate statistical analysis techniques such as the structural equation modelling (SEM) and partial least-square (PLS) model found that TPB is a valuable instrument for forecasting entrepreneurial intention especially as found among undergraduates in Ghana. Their finding recommends that entrepreneurial intention is greatly influenced by personal attitude (PA) toward entrepreneurship and perceived behavioural control (PBC). However, they found that subjective norms (SN) have an insignificant influence on entrepreneurial intention. This explains that supports from other people like family,

relatives, friends and others have little or no influence on entrepreneurial intention. Their research also shows that subjective norm (SN) has a positive influence on (PA) personal attitude towards entrepreneurship and perceived behavioural control (PBC).

Using structural equation modelling (SEM), an empirical study conducted by Purusottama (2019) found that personal attitude (PA) and perceived behavioural control (PBC) had a great influence on entrepreneurial intention among undergraduates in Indonesia. Nevertheless, the subjective norms (SN) variable had an insignificant effect on entrepreneurial intention. Personal attitudes (PA) proxied by instrumental and experiential attitude is viewed as the main factor which affects entrepreneurial intention among undergraduates. The experiential attitude explains the role of entrepreneurship experience in creating a positive impression among undergraduates in university. The challenges and barriers confronted were considered a learning process to strengthen entrepreneurship skills among the undergraduates. On the other hand, instrumental attitudes explain the role of describing processes, methods, and actions of entrepreneurship in creating a positive impression among undergraduates. The positive reaction from undergraduates in terms of behavioural control shows that the constraints they face are not major obstacles.

Sabah (2016) had added that start-up experience plays a moderation effect variable in TPB and he found that self-attitude (PA), perceived social norms (SN) and perceived behavioural control (PBC) have a significant effect on entrepreneurial intention. In this regard, previous start-up experience as a personal factor has directly increased entrepreneurial intention among undergraduates in Turkey. This finding supports the research done by Siu & Lo (2013) which asserted that individual characteristics like mental ability, self-related concepts and past start-up experience play a significant part in clarifying the connection between entrepreneurial intention, perceived control (PBC) and entrepreneurial behaviour.

Kannan & Dhanabal (2015) showed that TPB is an important tool to discover entrepreneurial intention among undergraduates in underdeveloped countries such as South Africa. The findings show that more than half the undergraduates intended to start a business soon. Their further investigation proposed a strong connection between personal attitude (PA) and becoming an entrepreneur, whereby perceived behavioural control (PBC) and subjective norms (SN) predict the mutual intention to start a business especially among undergraduates in less developed areas. Other empirical findings have also confirmed that TPB through three antecedents of entrepreneurial intention is an appropriate tool in measuring entrepreneurship

behaviour among undergraduates (Gird & Bagraim, 2008; Muller, 2011; Otuya, Kibas, Gichira & Martin, 2013).

4.0 Creativity

Creativity can be defined as the process of bringing new, brilliant and imaginative ideas into reality. It requires enthusiasm and great dedication (Fillis & Rentschler, 2010). Chen & Tseng (2021) stated that anybody creative will enjoy the satisfaction and become successful in their life as they can create a better environment and good relationship with co-workers, customers, and even their families. These people will give their cooperation to assist entrepreneurs in collecting information, sharing resources, and any other business activities. These activities indirectly will help entrepreneurs in boosting their market share and earn profits in any potential market (Shi et al., 2020). People with creative abilities can enhance their self-esteem and build self-confidence throughout their entrepreneurial activities. The feeling of self-accomplishment will make these creative people do well in the business. Creativity sometimes led them to focus and set an autonomous goal in doing something. Thus, we do agree with Anjum et al. (2021) and believe that an entrepreneur's creativity will positively relate to the intention of being an entrepreneur. As it explains that creativity is perhaps the most valuable aspect needed by a successful entrepreneur to retain and develop their ideas relevantly. This will lead to more innovation, new ideas to be invented and developed based on their original thought and dream.

5.0 Entrepreneurial Intentions

Moriano, Gorgievski, Laguna, Stephan & Zarafshani (2012) defined entrepreneurial intention (EI) as a conscious state of mind that represents an individual's behaviour toward certain activities that show his or her interest in doing business, such as dealing with resources, customers, and heavily seeking information towards starting a business. Some studies discuss intention among entrepreneurs based on gender and geographical differences.

Hassan, Ramli & Mat Desa (2014) studied gender differences and their effect on an entrepreneur's behaviour in a rural area in Malaysia. They claimed that female entrepreneurs are better at doing business activities and can run them very well as they have the required strong belief system, strength of character and focus on the firm's vision. Most of them are in a varying levels engaged in businesses related to food preparation, while others are involved in agriculture, retailing, sewing, and tailoring activities (Dimitriadis, Anastasiades, Karagiannidou & Lagaki, 2018).

We believe that female entrepreneurs possess strong EI and excellent behaviour which are very important elements in surviving as an entrepreneur, especially in rural areas. This is because the existence of such entrepreneurs will increase the livelihood of rural people. They are the ones who create job opportunities, increase local production, and increase the standard of living among rural people. This is supported by many researchers who found that rural entrepreneurs can be considered an influential factor that may reduce the number of unemployed graduates and help them turn out from a deprived state (Chia & Liang, 2016). Normally, most of the rural entrepreneurs like to do sales and trade in their business activities as they would need only a low starting cost and the market is easy to enter. Only a very few of them are involved in businesses needing a high starting cost (Nagler & Naudé, 2017). Since these rural entrepreneurs are also contributing to economic growth, Ali & Yousuf (2019) recommend that the government and its agencies should give them more entrepreneurship opportunities to support them in increasing their intention to stay and survive in the business field they have chosen. This then may serve as an inspiration to youths and fresh graduates to get involved in business activities.

6.0 Creativity and Entrepreneur's Intention

Creative entrepreneurs will perform well in any field of business as they have a concrete intention to succeed. Rosly, Junid, Lajin & Rahim (2015) also agreed to this statement as they believe that even in the technopreneur age if the entrepreneurs are wise in dealing with their surroundings and stay competitive while understanding market opportunities, they can also achieve their targets. Creativity will help them to build up connections and seek new networks to maintaining their available resources and its acquisition while being efficient (Tiwari, Bhat & Tikoria, 2017). Hu, Wang, Zhang & Bin (2018) soon established a model with a mediating factor. Their study creates a creativity test to understand a student's intention in becoming an entrepreneur. From the test, if students get higher marks, they can be considered to have higher creativity. Thus, the result shows that there is a link between students with high creativity having high entrepreneurial intentions. They further explained that during the development process of building up intention, the perceived entrepreneurial alertness can be set as a mediator between creativity and intention.

Chia & Liang, (2016) established in their study on the new division of creativity. They had categorized creativity into two aspects that is originality and usefulness. Then, intention is also split into two namely conviction intention and preparation intention. Students from the Faculty of Tourism in an urban area were tested as

the sample of their study. The results fit the theory and confirmed the positive correlation between creativity and intention. It had proven that creative students will also have higher entrepreneurial intentions. The usefulness aspect of creativity highly influences entrepreneurial intention. To be specific, it had a greater impact that is significant on the conviction compared to the preparation of an entrepreneur. It means that students are more likely to use their creativity in developing passion towards entrepreneurship rather than prepare themselves to be an entrepreneur.

The development of a model to measure the intention of entrepreneurs usually refers to TPB. Laguia, Moriano & Gorgievski (2019) expanded it and created new models and showed that self-perceived creativity supported entrepreneurial intentions along with the explanation of other variances. Undoubtedly, the results showed that entrepreneurial self-efficacy relates to the positive attitude and becomes a mediator between the variables. Perceived creativity is explained by family and university support toward students. They may get attention from family members or take creative courses at their university. These factors can increase a student's intention to be an entrepreneur. Shi et al. (2020) also applied and expanded TPB in their study. The new model was established by taking creativity as a moderator between the perceived behavior control and subjective norms towards intention. This moderating effect links positively to intention but not towards the attitude of the entrepreneurs. With that, they conclude that the education system should concentrate in producing entrepreneurs by offering courses to encourage students to develop creativity, skills and the mindset to be an entrepreneur (Zampetakis et al., 2011).

Anjum et al. (2021) also carried out a study utilizing the same theory, but they found a different conclusion. Attitude as an opposite turned into an important element when coupled together with perceived creative disposition and acts positively towards entrepreneurial intention. The positive relationship is due to the moderating effect played by perception of university support. The result is supported by other researchers who also stressed on the role played by lecturers and university support in increasing a student's interest in becoming an entrepreneur (Saptono et al., 2019). Malabana & Swanepoel (2019) also did a study on students located in a rural area. A structured questionnaire was distributed and tested as to whether or not they had an intention to start a business. Through that survey, they revealed that TPB is valuable. The results showed that the attitude to be an entrepreneur and perceived behavioral control explained an entrepreneur's intention but not the subjective norms they are bound to. They believed that TPB is a good measuring tool to conduct a test on measuring entrepreneurial intentions with a view of building more entrepreneur development programs among students

in a rural area.

We too have the same thought as previous scholars regarding the support system in building up students' intention to be an entrepreneur. In Malaysia, the government has always supported the youth or student's goals on becoming an entrepreneur. Most universities offer or merge certain courses with entrepreneurship. They provide knowledge, skills, and motivation to encourage entrepreneurial success in a variety of settings. This is to give an option for students to choose to work for themselves and become successful, creative and talented entrepreneurs as they graduated. Roslan, Hamid, Ijab & Yusop (2020) added that university students are also given chance to be involved in social entrepreneurship at the varsity stage to prepare them to be able to give a more effective impact on the local community.

Taking the above discussion into consideration, the following proposition can be developed: creativity is positively related to the entrepreneurial intention of youths as shown in Figure 2.

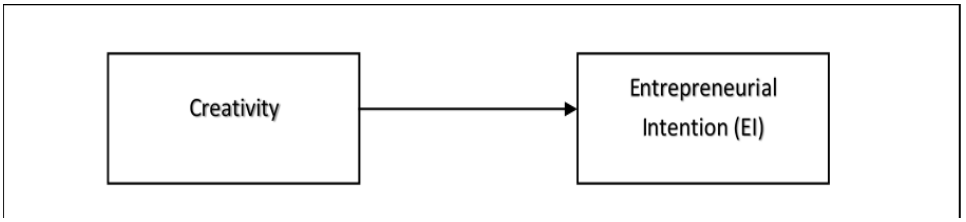

Figure 2: Conceptual framework on creativity and entrepreneurial intention.

7.0 Implications for Theoretical Development and Managerial Implication

The theoretical model proposed in this study is merely based on the review. We believe that it can draw several contributions towards entrepreneurial literature as well as theoretical development. Initially, the idea of entrepreneurial intention was expanded from the foundational standpoint. This study is associated with a specific context which is youths. Hence, it brings new insight to the current scholarly reviews specifically on the context of encouraging youths to get involved in the entrepreneurial world and become their own boss. One of the required vital exposures to entrepreneurship among youths in rural areas is creativity. This is parallel with the assertion of Anjum et al. (2021) that innovation and creativity may spark positive visions on the value of business activities as well as its survival. Hence, it is established that entrepreneurial intention enables more opportunities towards the identification of youths' entrepreneurial dynamic participation

especially in rural business areas.

Secondly, this review aims to explore the links among important measurements of entrepreneurial intention by studying youths' entrepreneurial behavior in rural business settings. Based on previous literature, this construct is commonly utilized in the context of university students for instance in the case of Anjum et al. (2021) and Setyaji, Yanto & Prihandono (2020) as well as established entrepreneurs (Chatterjee, Das & Srivastana, 2018; Litzky Winkel, Hance & Howell, 2020; Miralles, Giones & Gozun, 2016). Thus, the distinctive characteristics of youths in rural areas offer a novel perspective to investigate the potential of their entrepreneurial intention. Most importantly, the linking of creativity with youth entrepreneurial intention is developed in tandem.

Thirdly, another expected implication is grounded from the insight of varied business ventures and settings. A more thoughtful concept of creativity and youth entrepreneurial intention within these ventures may contribute to another beneficial entrepreneurial discussion. Besides, enhancement of creativity may be applied in other backgrounds including youth entrepreneurs in rural or urban areas (Kumar, Paray & Dwivedi, 2020). Regardless of the entrepreneur's locality, it is believed that creativity will improve business operation as it enables the entrepreneur to solve problems and broaden their perspective to consider many possible ways to survive.

This study also contributes to good management practices. It is crucial to encourage creativity and innovation among young entrepreneurs. However, the exposure must be instilled soon before they have the intention to actively get involved in business. They need to be more flexible in the context of innovative activities and its application which may strengthen creative development. This effort may indirectly lead to more positive effects on their business opportunities. Furthermore, it is expected to support the Malaysian government's efforts in enhancing economic growth of youths in rural areas as laid out in the Rural Development Policy 2030, which aims to reduce their unemployment rate (Mansor, 2020).

Furthermore, it is undeniable that growth, profits and productivity are among the significant aims of any entrepreneur. Hence, one of the useful ways to facilitate these priorities is through creative efforts such as through training and development. Entrepreneurs must foster an innovative spirit and inculcate cultural values in their business activities to be more localized (Anjum et al., 2021). Besides that, priorities should be given to identify factors that determine the means of which creative investments can be deployed towards their goal accomplishment. Therefore, there

is a need to provide formal entrepreneurial training and targeted education to youth entrepreneurs that includes creativity exercises as part of the early exposure to business function initiative. Not only does it help entrepreneurs to improve their decision, most importantly it supports a business's competitive advantage to stay ahead of their competition.

8.0 Suggestion for Future Research

This study serves as a platform for several further investigations that can be done in the future. First, there is a need to examine the creative development efforts among well-established and emerging entrepreneur ventures. Further exploration may be done on the human side of the spectrum such as the aspect of emotional flexibility and other aspects that facilitates creativity. It is believed that emotions play a significant role in influencing and motivating one's behaviour (Salovey & Mayer, 1990). Hence, future research might focus on the emotional aspects that influence creative development and motivation among different business ventures. Secondly, powerful market competition and globalization may serve as a major challenge as well as an opportunity for entrepreneurs to remain competitive. Therefore, it is suggested that future studies may discover how these factors influence the way youth entrepreneurs encounter opportunities and manage their behaviour effectively as an effect towards their intention to remain in business.

9.0 Conclusion

In a nutshell, TPB enabled the researcher to assess entrepreneurial behaviour and it serves three primary purposes namely; (1) as the best predictor for intention, (2) personal attitude (PA) and social norms (SN) are the determinants of intention, and (3) external variables (as a moderator or mediator) may have an indirect influence on behaviour. The integration of creativity into TPB is conceivable because creativity may influence a moderating effect in the empirical model (Shi et al., 2020). In addition, Laguia et al. (2019) suggested that variables such as personal attitudes (PA), subjective norms (SN) and self-efficacy (PBC) may not adequately be sufficient to predict entrepreneurial intention. Instead, they believed that self-perceived creativity may be better able to explain additional variances in entrepreneurial intentions, beyond the three antecedents of TPB. Subsequently, there still exists room for improvement in analysing the connection between creativity and entrepreneurial intention. Further investigation on the role of creativity in TPB allows researchers to explain the effects of entrepreneurial intention on entrepreneurial behaviour more precisely. Hopefully, this will improve public understanding of entrepreneurial behaviour. The findings of this study could

assist the authorities to formulate better policies on entrepreneurship assistance, education and the environment in Malaysia.

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