

Ideal Self and Social Identity in Entrepreneurs- The Mediating Role Of Self-Image and Self-Esteem

Sarika Singh¹, Alok Kumar Rai²

¹Assistant Professor, PSIT College of Higher Education, Kanpur, UP, India

²Professor, Institute of Management Studies, Banaras Hindu University, Varanasi, UP, India.

Currently Vice Chancellor of Lucknow University, Lucknow, India

ARTICLE INFO

ABSTRACT

Received: 19 Dec 2024

Revised: 29 Jan 2025

Accepted: 10 Feb 2025

An entrepreneur with a robust self-concept is more inclined to embrace risk, foster innovation, exhibit resilience in challenging situations, and own their company. In order to better understand how entrepreneurs might succeed, it is crucial to research the effects of an entrepreneur's ideal self and social identity on their entrepreneurship firm, as well as the role of self-image and self-esteem in mediating this relation. By studying this paper, we may develop insights into the psychological elements that encourage success and ways to support entrepreneurs in achieving their full potential. Thus, the present research has assessed impact of social identity and ideal self of entrepreneurs on entrepreneurship where self image and self esteem play a mediating role. Herein, ideal self and social identity is independent variables; self image and self esteem are mediating variables while entrepreneurship is dependent variable. The research found mediation role of self image and self esteem to exist for both, i.e., for impact of social identity and for ideal self of entrepreneurs wherein mediation of self image and self esteem was more for impact of ideal self of entrepreneurs.

Keywords: Self concept, social identity, ideal self, self image, self esteem and entrepreneurship.

Introduction

Being an entrepreneur requires a lot of confidence & tenacity, and building a company without a resilient sense of self might be difficult. The way one sees themselves, or self-concept, is crucial to how successful entrepreneurs are. A successful business also depends on self-identity, or how one chooses to portray ourselves to others (Lebron & Brannon, 2018). The secret to success is realizing how crucial these two elements are to business.

A positive self-concept boosts one's self-esteem, which is a priceless resource in the world of business. A strong willed business owner with self-worth is more likely to take chances, be innovative, persevere in the face of difficulties, and own their company (Sieger et al., 2016). They also have the self-assurance required to start a successful business. Contrarily, a venture's apparent success as well as its real, concrete success might be hampered by poor self-esteem.

Self-identity, the second element, is equally crucial to self-concept. Entrepreneurial success is strongly influenced by how they show themselves to the public and how they are seen by people participating in and watching the enterprise. Even if a company is doing well on the inside, if it isn't portrayed favourably, it may have trouble attracting new clients or business partners. For this reason, developing a powerful, favourable brand identity is crucial (Yani et al., 2020). Confident company owners often express these themes the best since a successful firm must transmit a message and an ethos that prospective customers understand and relate to.

Furthermore, effective business endeavours are supported by the relationship between self-concept and social identity. Entrepreneurs often associate aspects of their social identity, such as their culture, ethnicity, or gender, with their sense of self. Whether someone fits in with or stands out from their peers frequently affects how they see themselves and their degree of self-esteem. The interplay between self-concept and social identity must thus be

understood in order to improve one's self-esteem and develop compelling, effective, and profitable business strategies.

It is still unclear how self-image and self-esteem play a part in balancing the effects of an entrepreneur's ideal self and societal identity. The effectiveness of self-image and self-esteem in moderating the synergy between the ideal self and social identity has room for additional investigation in order to comprehend how this might support the success of an entrepreneur.

In order to better understand how entrepreneurs might succeed, it is crucial to research the effects of an entrepreneur's ideal self and social identity on their company, as well as the function of self-image and self-esteem in mediating this connection. By studying this subject, we may develop insights into the psychological elements that encourage success and ways to support entrepreneurs in achieving their full potential.

Thus the research will work on the following conceptual model-

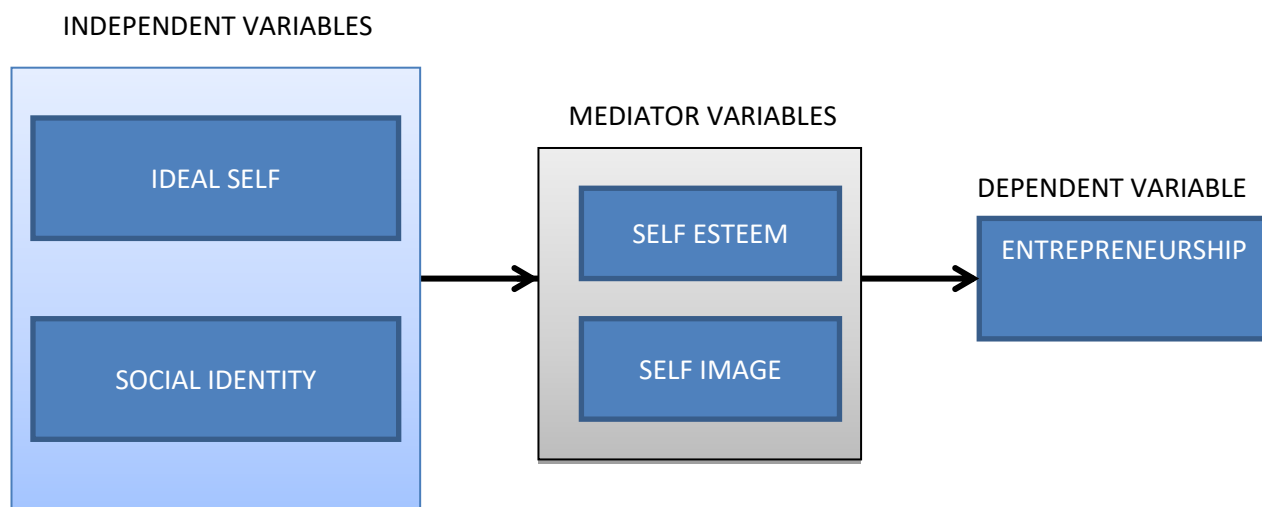


Figure 1: Conceptual Model of the Research

The objectives of the research are as follows-

- To assess the impact of Ideal Self of entrepreneurs on entrepreneurship where self image and self esteem play a mediating role
- To assess the impact of Social identity of entrepreneurs on entrepreneurship where self image and self esteem play a mediating role

Review of Literature

Assessing the variables of Self-concept

In this section, we are going to look at elements self concept from the perception of entrepreneurs.

2.1 Ideal self

A crucial component of self-concept for entrepreneurs is the ideal self. Realizing the idealized version of oneself, when it comes to a person's business endeavour, may be both motivating and inspiring (Liu et al., 2022). Entrepreneurs who have a positive self-image may overcome any uncertainties or concerns they may have about establishing a company and persevere in the face of obstacles.

It's crucial to differentiate between internal and external expectations while discussing the ideal self. Internal expectations are those that the individual entrepreneur creates—their aspirations for their business. On the other side, external expectations are those that are imposed by others, like the expectations of possible investors (Chen et al., 2021). It's crucial to distinguish between these two categories of expectations and to manage them appropriately.

It might be beneficial to consider the abilities, qualities, and capabilities that contribute to the business while creating an ideal self-image. It may also be helpful to reflect on the accomplishments of other successful business people and how one might utilize those models to inspire their own goals. A helpful way to get insight into how people might be more successful in the future is to reflect on their life experiences, such as how one have handled failure in the past (Hsueh et al., 2023).

It's crucial to keep in mind that ideal self-images change with time. A person may need to modify or expand their values as their business matures and expands. For instance, if an entrepreneur's experience increases their knowledge of the industry, they may need to revise their ideal to account for the new information (Khazami et al., 2020). It's also crucial to stay up to date with environmental changes; business owners should always work to comprehend and adapt to emerging trends in their sector.

2.2 Social Identity

Social identity is essential to an entrepreneur's success. It is the way that a person's connection to larger groups, such as their culture, race, ethnicity, and gender, affects how they see themselves. Entrepreneurs who have a strong sense of self are motivated to achieve and are better able to bounce back from obstacles.

Understanding how certain identity aspects connect to and overlap with one another is essential to sustaining a strong social identity. A person's concept of self is often formed in part depending on how they relate to society, for as by being an entrepreneur (Vanoorbeek & Lecluyse, 2022). A person's social identity may be influenced by having an understanding of the relationships among their responsibilities, values, and priorities.

It's crucial to acknowledge the influence of group identities. Being a part of a group whose members exhibit comparable traits, might help someone feel more confident in themselves (Tang, 2011). In this case, the group members could feel more confident in the project because of the group's shared identity. Finally, social identity and a person's feeling of belonging are strongly related. A feeling of security that comes from belonging to a specific group might help someone feel more resilient in the face of difficulty. An entrepreneur may benefit a lot from feeling supported by their friends and family, both in terms of getting input on ideas and merely as a source of inspiration and resiliency when times are bad (Bartoli, 2022).

2.3 Self-image

For entrepreneurs, self-concept includes an essential component called self-image. The mental representations of people have the power to mold one's personality and self-assurance. Having a favourable self-image may result in higher self-esteem, a stronger sense of identity, and a better willingness to take chances and try new things, all of which are factors in economic success.

Self-image is often influenced by one's personal experiences as well as by other people's judgments or expectations. It's crucial to understand that someone's feeling of self-worth may not always originate from inside but may also be influenced by others around them (Tyranee et al., 2013). Therefore, being able to shape people's perceptions of oneself in a good way is a crucial skill for entrepreneurs. Building a strong, positive self-image may benefit greatly from strategic networking, public relations, and marketing.

Another element that is crucial for creating a good self-image is trust. If a person believes that people around them will value and acknowledge their efforts, they are more likely to be self-assured. For instance, individuals in control of the firm should make sure to acknowledge the efforts of each person engaged while working together in a corporate endeavour (Bennett, 2009). This will promote trust, which will enhance self-esteem, drive, and ultimately, the success of the endeavour.

Additionally, it is critical to understand that maintaining and improving one's self-image requires on-going effort. A good self-image may be developed and maintained over time by reflecting on accomplishments and mistakes, as well as by thinking about how to create and sustain connections (Ehigie & Umoren, 2003).

2.4 Self-esteem

Self-esteem is a crucial component of every successful business endeavour. It is the confidence in one's own value and ability, and it significantly affects whether an endeavour succeeds or fails. One of the pillars of success for businesses might be having a healthy feeling of self-worth.

Self-esteem often derives from both internal and external causes. On the one hand, outside elements like other people's perceptions, encouraging remarks, or a person's business venture's success might help a person feel better about themselves (Rodriguez, 2009). On the other side, a person's sense of their own strengths and capabilities may also contribute to their sense of self-worth.

It's crucial to understand that a person's sense of self-esteem may often be directly impacted by how successful they are in business. Successful choices and achievements may boost self-confidence and self-esteem, while unsuccessful ones might have the opposite effect (Puente-Díaz & Cavazos-Arroyo, 2022). As a result, it's critical to identify circumstances that might result in failure, and taking proactive measures to address any problems will help entrepreneurs preserve their self-esteem.

It's also critical to understand that self-esteem has the capacity to be both a driving force for achievement and a possible roadblock. On the one side, having a high feeling of self-worth may encourage risk-taking and inventiveness, which increases the likelihood of business effort success (Mynott, 2018). On the other side, poor self-esteem may result in a lack of self-confidence, which might cause one to give up on potentially good ideas.

2.5 Identified Gap

Based on the above discussion, one of the most crucial aspects of becoming a successful entrepreneur is having a firm grasp on one's own sense of identity and being able to appropriately assess that identity. Self-concept may be broken down into four basic components, which are a person's ideal self, social identity, self-image, and self-esteem. These are the ideas, beliefs, and perceptions that individuals (present or potential entrepreneurs) have about them, and they make up self-concept. It can also be derived from above discussion that to ensure the success of any business activity, the role of self concept and related variables on entrepreneur is important to understand while taking action to increase and preserve it. The available literature on entrepreneurs and entrepreneurship have not focused on significance of Ideal Self, Social Identity, Self-Image and Self-Esteem in Entrepreneurs; let alone the mediating role of Self-Image and Self-Esteem on Ideal Self and Social Identity. Thus, the present research has mended this gap.

3. Research Methodology

The population of the research are the entrepreneurs of Start ups operating in Delhi NCR region, India. For sample size, since the population of the present research is infinite, Daniel, (1999) formula for infinite sample was used. A total sample of 384 respondents was used using the formula. The data was collected using survey method. A structured quantitative questionnaire has been used for data collection

For analyzing the mediating role of self image and self esteem on impact of ideal self and social identity of entrepreneurs on entrepreneurship, Andrew F. Hayes mediating procedure has been used. Herein, ideal self and social identity is independent variables; self image and self esteem are mediating variables while entrepreneurship is dependent variable.

Profitability of the start up of the entrepreneur has been used to represent entrepreneurship. Profitability is a crucial component of successful entrepreneurship. Organizations have the option to reinvest part of money into their staff and operations when their firm is profitable. It is crucial for fledgling firms because it enables them to keep running while building the financial reserves needed for expansion. The quantity and quality of a company's clients, as well as its ability to advertise and sell its goods, are major factors in its profitability. While maintaining good customer service and offering high-quality items can assist to guarantee that the customers become repeat customers, having an efficient marketing plan is crucial for attracting new consumers (Simanjuntak et al., 2016; Anand & Sharma, 2023). Another essential component of profitability is lowering overhead expenses, which may be accomplished by simplifying processes and raising productivity. Profitability enables companies and for that reasons the capability of the entrepreneur to reinvest in their staff and operations while assisting them in achieving

financial security. In all scenarios, a company's capacity to successfully promote, sell, and guarantee customer happiness are crucial for its success. Thus, profitability has been used to represent entrepreneurship.

Data Analysis and Interpretation

4.1 For assessing the impact of ideal self, the hypothesis is-

Under mediating role of self image and self esteem, a significant impact of Ideal self of entrepreneurs on Entrepreneurship

Firstly, the research has assessed the impact of ideal self (independent variable) on self image (first mediating factor).

OUTCOME VARIABLE (OV):

Sel_Im

Model Summary (MS)

R	R-sq	MSE	F	p
.2405	.0578	.5920	23.4512	.0000

Model

coeff	se	t	p	LLCI	ULCI
constant	1.2031	.3158	3.8096	.0002	.5822 1.8241
Ide_Self	.4112	.0849	4.8426	.0000	.2442 .5781

Standardized coefficients

Coeff

Ide_Self .2405

The R- squared value can be observed to be .578. This means that 57.8% changes taking place in self image can be attributed to Ideal self of entrepreneur.

Further, the significant p-value (0.000) states that there is a significant impact of ideal self on self image.

Next, the research has assessed the impact of ideal self (independent variable) on self esteem (second mediating factor).

OV:

Sel_Est

MS

R	R-sq	MSE	F	p
.0873	.0076	.4287	2.9354	.0875

Model

coeff	se	t	p	LLCI	ULCI
constant	2.0629	.2687	7.6760	.0000	1.5345 2.5913
Ide_Self	.1238	.0723	1.7133	.0875	-.0183 .2659

Standardized coefficients

Coeff

Ide_Self .0873

The R- squared value can be observed to be .0076. This means that only 0.76% changes taking place in self esteem can be attributed to Ideal self of entrepreneur.

Further, the insignificant p-value (0.0875) states that there is no significant impact of ideal self on self esteem.

Next the research has assessed the impact of ideal self, self image and self esteem as independent variables on profitability (variable for entrepreneurship)

OV:

Profit

MS

R	R-sq	MSE	F	p
.8951	.8013	.0917	510.6825	.0000

Model

coeff	se	t	p	LLCI	ULCI
constant	-.3007	.1336	-2.2502	.0250	-.5634 -.0379
Ide_Self	1.3391	.0344	38.8901	.0000	1.2714 1.4068
Sel_Im	-.2842	.0221	-12.8772	.0000	-.3276 -.2408
Sel_Est	.0920	.0259	3.5471	.0004	.0410 .1430

Standardized coefficients

Coeff

Ide_Self .9164

Sel_Im -.3325

Sel_Est .0892

The R- squared value can be observed to be .8013. This means that 80.13% changes taking place in profitability (variable for entrepreneurship) can be attributed to ideal self, self image and self esteem of entrepreneur.

Further, the significant p-value (0.000) states that there is a significant impact of ideal self, self image and self esteem of entrepreneur on profitability (variable for entrepreneurship). It can also be observed from the standardized coefficients that ideal self has maximum impact of profitability (variable for entrepreneurship) with maximum standardized coefficient value of 0.9164. Further, both ideal self and self esteem have positive impact on

profitability (variable for entrepreneurship) but self image has negative impact. Thus it can be stated that as the self image of entrepreneurs increase, their profitability (variable for entrepreneurship) decreases.

Assessment of total effect model is as below-

***** TOTAL EFFECT MODEL *****

OV:

Profit

MS

R	R-sq	MSE	F	p
.8442	.7127	.1319	947.4771	.0000

Model

coeff	se	t	p	LLCI	ULCI	
constant	-.4529	.1491	-3.0379	.0025	-.7459	-.1598
Ide_Self	1.2337	.0401	30.7811	.0000	1.1548	1.3125

Standardized coefficients

coeff

Ide_Self .8442

The R- squared value can be observed to be .7127. This means that 71.27% changes taking place in profitability (variable for entrepreneurship) can be attributed to Ideal self of entrepreneur.

Further, the significance level is less than 0.05 (p-value = 0.00). Thus null hypothesis can be rejected.

The result of above analysis is that there is significant impact of ideal self of entrepreneur on profitability (variable for entrepreneurship) when there is no mediating variable in form of self esteem and self image.

***** EFFECTS OF X ON Y *****

Total effect

Effect	se	t	p	LLCI	ULCI	c_cs
1.2337	.0401	30.7811	.0000	1.1548	1.3125	.8442

Direct effect

Effect	se	t	p	LLCI	ULCI	c'_cs
1.3391	.0344	38.8901	.0000	1.2714	1.4068	.9164

Indirect effect(s):

Effect	BootSE	BootLLCI	BootULCI
TOTAL	-.1055	.0234	-.1557
Sel_Im	-.1169	.0251	-.1707
Sel_Est	.0114	.0072	-.0002

Total effect model is impact of ideal self of entrepreneur on profitability (variable for entrepreneurship) when there is no mediating variable in form of self esteem and self image wherein significant impact was found to exist.

Direct effect model is when all the variables are treated as independent variable. Herein as well significant impact of Ideal self, self image and self esteem can be observed to exist on profitability (variable for entrepreneurship).

The indirect effect model states the effect of the self image and self esteem as mediating variable. It can be observed that the indirect effect of ideal self on profitability (variable for entrepreneurship) under self image as mediating variable is -.1169. The negative effect here means that though the impact of ideal self on self image is positive but impact of self image on profitability is negative. Thus as the self image increases, the profitability (variable for entrepreneurship) decreases. Further, it can be observed that the indirect effect of ideal self on profitability (variable for entrepreneurship) under self esteem as mediating variable is .0114.

Since, both total and direct effects are significant, the mediation can be stated to be partial.

Based on the above discussion, the null hypothesis can be rejected. It can be stated that there is a significant impact of Ideal Self of entrepreneurs on Entrepreneurship where self image and self esteem play a mediating role and this mediating role was found to be partial.

4.2 For assessing the impact of social identity, the hypothesis is as follows-

Under mediating role of self image and self esteem, a significant impact of social identity of entrepreneurs on Entrepreneurship

Firstly, the research has assessed the impact of Social identity (independent variable) on self image (first mediating factor).

OV:

Sel_Im

MS

R	R-sq	MSE	F	p
.0500	.0025	.6267	.9555	.3289

Model

coeff	se	t	p	LLCI	ULCI
constant	2.9554	.2436	12.1335	.0000	2.4765
Soc_Iden	-.0574	.0587	-.9775	.3289	-.1729

Standardized coefficients

Coeff

Soc_Iden -.0500

The R- squared value can be observed to be .0025. This means that only 0.25% changes taking place in self image can be attributed to social identity of entrepreneur.

Further, the insignificant p-value (0.3289) states that there is no significant impact of social identity on self image.

Next, the research has assessed the impact of Social identity (independent variable) on self esteem (second mediating factor).

OV:

Sel_Est

MS

R	R-sq	MSE	F	p
.0345	.0012	.4315	.4550	.5004

Model

coeff	se	t	p	LLCI	ULCI
constant	2.3854	.2021	11.8030	.0000	1.9880 2.7827
Soc_Iden	.0329	.0487	.6746	.5004	-.0629 .1287

Standardized coefficients

Coeff

Soc_Iden .0345

The R- squared value can be observed to be .0012. This means that only 0.12% changes taking place in self esteem can be attributed to social identity of entrepreneur.

Further, the insignificant p-value (0.0875) states that there is no significant impact of social identity on self esteem.

Next the research has assessed the impact of social identity, self image and self esteem as independent variables on profitability (variable for entrepreneurship)

OV:

Profit

MS

R	R-sq	MSE	F	p
.9454	.8939	.0490	1066.8939	.0000

Model

coeff	se	t	p	LLCI	ULCI
constant	.3571	.0842	4.2419	.0000	.1916 .5226
Soc_Iden	.9262	.0165	56.2491	.0000	.8938 .9586
Sel_Im	-.0280	.0158	-1.7779	.0762	-.0590 .0030
Sel_Est	.0122	.0190	.6418	.5214	-.0251 .0495

Standardized coefficients

Coeff

Soc_Iden	.9429
Sel_Im	-.0328
Sel_Est	.0118

The R- squared value can be observed to be .8939. This means that only 89.39% changes taking place in profitability (variable for entrepreneurship) can be attributed to social identity, self image and self esteem of entrepreneur.

Further, the significant p-value (0.000) states that there is a significant impact of social identity, self image and self esteem of entrepreneur on profitability (variable for entrepreneurship). It can also be observed from the standardized coefficients that social identity has maximum impact of profitability (variable for entrepreneurship) with maximum standardized coefficient value of 0.9429. Further, both social identity and self esteem have positive impact on profitability (variable for entrepreneurship) but self image has negative impact. Thus it can be stated that as the self image of entrepreneurs increase, their profitability (variable for entrepreneurship) decreases.

Assessment of total effect model is as below-

***** TOTAL EFFECT MODEL *****

OV:

Profit

MS

R	R-sq	MSE	F	p
.9450	.8930	.0491	3187.7107	.0000

Model

coeff	se	t	p	LLCI	ULCI
constant	.3034	.0682	4.4490	.0000	.1693 .4375
Soc_Iden	.9282	.0164	56.4598	.0000	.8959 .9605

Standardized coefficients

coeff

Soc_Iden	.9450
----------	-------

The R- squared value can be observed to be .8930. This means that 89.30% changes taking place in profitability (variable for entrepreneurship) can be attributed to social identity of entrepreneur.

Further, the significance level is less than 0.05 (p-value = 0.00) rejects null hypothesis stating a significant impact of social identity of entrepreneur on profitability (variable for entrepreneurship) when there is no mediating variable in form of self esteem and self image.

*****EFFECTS OF X ON Y *****

Total effect

Effect	se	t	p	LLCI	ULCI	c_cs
.9282	.0164	56.4598	.0000	.8959	.9605	.9450

Direct effect

Effect	se	t	p	LLCI	ULCI	c'_cs
.9262	.0165	56.2491	.0000	.8938	.9586	.9429

Indirect effect(s):

Effect	BootSE	BootLLCI	BootULCI
TOTAL	.0020	.0022	-.0016 .0073
Sel_Im	.0016	.0021	-.0017 .0067
Sel_Est	.0004	.0012	-.0016 .0034

Total effect model is impact of social identity of entrepreneur on profitability (variable for entrepreneurship) when there is no mediating variable in form of self esteem and self image wherein significant impact was found to exist.

Direct effect model is when all the variables are treated as independent variable. Herein as well significant impact of social identity, self image and self esteem can be observed to exist on profitability (variable for entrepreneurship).

The indirect effect model states the effect of the self image and self esteem as mediating variable. It can be observed that the indirect effect of social identity on profitability (variable for entrepreneurship) under self image as mediating variable is .0016. Further, it can be observed that the indirect effect of social identity on profitability (variable for entrepreneurship) under self esteem as mediating variable is .0004. Since, both total and direct effects are significant, the mediation can be stated to be partial.

Rejecting the null hypothesis, a significant impact of social identity of entrepreneurs on Entrepreneurship was found. Here self image and self esteem played a mediating role and this mediating role was found to be partial.

Results and Discussion

Understanding how entrepreneurs' ideal self-image and self-esteem, as well as their social identity, affect their success is crucial given the significance of self-confidence and self-promotion to entrepreneurial success. An interesting area for investigation is the potential influence of self-image and self-esteem in mediating the effect of an entrepreneur's ideal self and social identity on their success.

It was found that there is no impact of ideal self on self esteem. It was also found that as the self image of entrepreneurs increase, their profitability (variable for entrepreneurship) decreases. The research further found a significant impact of social identity and ideal self of entrepreneurs on entrepreneurship where self image and self esteem play a mediating role and this mediating role was found to be partial. Further it was found that mediation effect of self image and self esteem was more in the case of impact of ideal self on entrepreneurs when compared

with impact of social identity on entrepreneurs. Further, mediation of self image was found to be negative in the case of impact of ideal self on entrepreneurs. The negative effect here means that though the impact of ideal self on self image is positive but impact of self image on Entrepreneurship is negative. Thus as the self image increases, the entrepreneurship decreases.

The achievement of one's ideal self is crucial for success in business. Creating an ideal self-image that is both realistic and inspiring may help entrepreneurs stay inspired and motivated while also promoting the growth of their business. A strong ideal self may be developed and maintained through understanding the distinctions between internal and external expectations, reflecting on life experiences and drawing on successful precedents, and remaining current with industry trends.

As far as social identity is concerned, every entrepreneur would benefit from having a strong social identity. A strong social identity requires an understanding of how many aspects of identity interact, an ability to use collective identities, and a sense of belonging. This may provide business owners the drive and resiliency they need to pursue their enterprise success.

Having a positive self-image is crucial for entrepreneurial success. It may be shaped by one's experiences and by the perceptions of others, and it can be significantly influenced by elements like connections and trust. A healthy self-image and an understanding of these effects are crucial for success in any business effort.

Finally, a company venture's success is vitally influenced by a person's sense of self-worth. It may be influenced by both internal and external factors, and both good and negative consequences on an entrepreneur's success are possible.

Entrepreneurs may experience psychological pain and identity issues when their ideal self and societal identities are at odds, according to studies (Brändle et al., 2018; Herdjiono et al., 2018; Żur, 2021). They could therefore lose faith in their own skills and lose motivation to be successful in their endeavours. Entrepreneurs' sense of competence, effectiveness, and general well-being, on the other hand, may be improved when one's ideal self and social identity are in alignment, which may promote entrepreneurial success.

References

- [1] Alsos, G. A., Clausen, T. H., Hytti, U., & Solvoll, S. (2016). Entrepreneurs' social identity and the preference of causal and effectual behaviours in start-up processes. *Entrepreneurship and Regional Development*, 28(3–4). <https://doi.org/10.1080/08985626.2016.1155742>
- [2] Anand, A. & Sharma, M. (2023). Unveiling the Impact of Environmental Factors on Consumer Purchase Intention for Sustainable Products. *International Journal of Environmental Sciences*. 9(2), 88-101. <https://www.theaspd.com/resources/6.%20Aastha%20Anand.pdf>
- [3] Bartoli, C. (2022). Consumer self-concept and digitalization: what does this mean for brands? *Italian Journal of Marketing*, 2022(4). <https://doi.org/10.1007/s43039-022-00059-8>
- [4] Bennett, R. (2009). Academic self-concept among business students in a recruiting university: Definition, measurement and potential effects. *Journal of Further and Higher Education*, 33(2). <https://doi.org/10.1080/03098770902856678>
- [5] Brändle, L., Berger, E. S. C., Golla, S., & Kuckertz, A. (2018). I am what I am - How nascent entrepreneurs' social identity affects their entrepreneurial self-efficacy. *Journal of Business Venturing Insights*, 9. <https://doi.org/10.1016/j.jbvi.2017.12.001>
- [6] Chen, J., Chen, N. C., Yu, K., & Hall, C. M. (2021). Does Entrepreneurs' Darwinian Social Identity Contribute to Business Performance via Corporate Social Responsibility in China? The Role of Entrepreneurs' Well-Being. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.781399>
- [7] Daniel, W. (1999). *Biostatistics: A Foundation for Analysis in the Health Sciences* (7th ed.). John Wiley & Sons.
- [8] Ehigie, B. O., & Umoren, U. E. (2003). Psychological factors influencing perceived entrepreneurial success among Nigerian women in small-scale businesses. *Journal of International Women's Studies*, 5(1).
- [9] Herdjiono, I., Puspa, Y. H., Maulany, G., & Aldy, B. E. (2018). The Factors Affecting Entrepreneurship Intention. *International Journal of Entrepreneurial Knowledge*, 5(2). <https://doi.org/10.1515/ijek-2017-0007>
- [10] Hsueh, J. W. J., Hietschold, N., Sieger, P., & Voegtlin, C. (2023). Strangers in my home: the 2015 refugee

- event in Europe and founder social identities of nascent entrepreneurs. *Entrepreneurship and Regional Development*, 35(3–4). <https://doi.org/10.1080/08985626.2023.2165712>
- [11] Khazami, N., Nefzi, A., & Jaoudi, M. (2020). The effect of social capital on the development of the social identity of agritourist entrepreneur: A qualitative approach. *Cogent Social Sciences*, 6(1). <https://doi.org/10.1080/23311886.2020.1787680>
- [12] Lebron, M. J., & Brannon, D. (2018). When social identities integrate: Schumpeterian entrepreneurs leading green entrepreneurship. *Academy of Entrepreneurship Journal*, 24(3).
- [13] Liu, Y. L., Peng, X. B., & Huang, J. (2022). The Impact of Entrepreneurs' Social Identity and the Mediation Effect of the Decision-Making Logic on the Bootstrapping Behavior of Nascent Ventures. *Revista Brasileira de Gestao de Negocios*, 24(4). <https://doi.org/10.7819/rbgn.v24i4.4208>
- [14] Mynott, G. J. (2018). The academic self-concept of business and management students: A review of the literature. *International Journal of Management Education*, 16(3). <https://doi.org/10.1016/j.ijme.2018.10.003>
- [15] Puente-Díaz, R., & Cavazos-Arroyo, J. (2022). The Influence of Parental Autonomy Support on Creative Self-concept in the Context of Business Education. *Creativity*, 9(2). <https://doi.org/10.2478/ctra-2022-0011>
- [16] Rodriguez, C. M. (2009). The impact of academic self-concept, expectations and the choice of learning strategy on academic achievement: The case of business students. *Higher Education Research and Development*, 28(5). <https://doi.org/10.1080/07294360903146841>
- [17] Sieger, P., Gruber, M., Fauchart, E., & Zellweger, T. (2016). Measuring the social identity of entrepreneurs: Scale development and international validation. *Journal of Business Venturing*, 31(5). <https://doi.org/10.1016/j.jbusvent.2016.07.001>
- [18] Simanjuntak, M., Awwaliyah, I., Hayati, H., & Artanto, R. J. (2016). The Entrepreneurial Potential among Undergraduate Students. *Jurnal Bisnis Dan Manajemen*, 17(2). <https://doi.org/10.24198/jbm.v17i2.29>
- [19] Tang, S.-F. (2011). The Relationships of Self-concept, Academic Achievement and Future Pathway of First Year Business Studies Diploma Students. *International Journal of Psychological Studies*, 3(2). <https://doi.org/10.5539/ijps.v3n2p123>
- [20] Tyrance, S. C., Harris, H. L., & Post, P. (2013). Predicting positive career planning attitudes among NCAA division I college student-athletes. *Journal of Clinical Sport Psychology*, 7(1). <https://doi.org/10.1123/jcsp.7.1.22>
- [21] Vanoorbeek, H., & Lecluyse, L. (2022). How Social Identity Affects Entrepreneurs' Desire for Control. *Social Sciences*, 11(1). <https://doi.org/10.3390/socsci11010007>
- [22] Yani, D. A., Sayuti, M., & Achsan, B. N. (2020). THE EFFECT OF SELF-CONCEPT ON THE STUDENTS' ENTREPRENEURSHIP POTENTIAL. *Journal of Vocational Education Studies*, 2(2). <https://doi.org/10.12928/joves.v2i2.380>
- [23] Żur, A. (2021). Entrepreneurial Identity and Social-Business Tensions—The Experience of Social Entrepreneurs. *Journal of Social Entrepreneurship*, 12(3). <https://doi.org/10.1080/19420676.2020.1740297>