

Explaining Factors Affecting Student Entrepreneurship Intention (Case study: Students of Islamic Azad University, Rasht Branch)

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Abstract Entrepreneurs' belief in final values such as justice, equality, sustainability and solving economic problems shows that psychological characteristics play an important role in their behavior and performance. The present study uses a qualitative research method of type analytic structures in the statistical society of Islamic Azad University of Rasht in order to determine the factors affecting entrepreneurship employment among students in two aspects of psychology and individual characteristics. The sample size is estimated to be 330 people using the Cochran formula. The results of Structural Equation Modeling using Lisrel software showed that four dimensions of six dimensions of psychological and two dimensional characteristics after three dimensions of individual characteristics have a significant effect on entrepreneurial thoughts. In the end, proposals have been made to the universities and educational institutes and institutions responsible for entrepreneurship policy to strengthen the factors affecting the entrepreneurial intention approved in this study.

Keywords : Key words: psychological characteristics, individual characteristics, entrepreneurial intention

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