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Promoting sustainable ventures among university students in Pakistan: an empirical study based on the theory of planned behaviour

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Abstract:

Purpose: This study aims to examine the drivers of sustainable entrepreneurship intention (SEI) among university students in Pakistan. **Design/methodology/approach:** A survey-based methodology was used to collect the data from the participants. Further, this study used covariance-based structural equation modeling to test the proposed hypotheses. **Findings:** The findings of this study confirm that the model of sustainable entrepreneurship is effective as it explains 83% variance to predict SEI among the students. **Originality/value:** This research has contributed to the literature of sustainable entrepreneurship and proposed valuable insights in understanding the influence of sustainability education, sustainability attitude, self-efficacy and self-identity on SEI.