

## **ENTREPRENEURIAL INTENTION IN JAPAN: AN EMPIRICAL STUDY ON JAPANESE UNIVERSITY STUDENTS**

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### **ABSTRACT**

Though Japan boasts the third largest gross domestic product (GDP) in the world, it still falls far behind other countries in terms of new business entry rates. In order to raise the number of entrepreneurs, we must make evident the factors that contribute to entrepreneurial intention. Yet, these factors are not uniform across all countries. In this paper, we set out to test seven hypotheses based on factors derived from existing research. We then examined the results of surveys that target university students to test the seven hypotheses and were able to find significant differences among university students based on gender and the existence or nonexistence of entrepreneurial parents. We also found that, on the one hand, (1) entrepreneurial self-efficacy, (2) having a specific business idea, and (3) entrepreneurial education has a great impact on entrepreneurial intention. However, on the other hand, the risks associated with business failures and managerial or personal instability was at the root of why certain students were not interested in entrepreneurship. Furthermore, the study also suggests that it is more effective to find ways to reduce risks and tailor entrepreneurial education to concrete business idea creation as a means for elevating the number of entrepreneurs.

**KEYWORDS:** Entrepreneurial Intention, Entrepreneurial Self-Efficacy, Entrepreneurship, University Students