

Title: To Continue or Quit Business? Mediating Roles of Resilience and Quality of Life in Forming a Sustainable Entrepreneurial Intention

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Abstract: The dynamics and volatility of market conditions require entrepreneurs to exercise their utmost perseverance and fortitude to progress forward. Despite the emerging evidence that associates their motivation with business continuity, little is known about whether quality of life and resilience bear any mediating effects on this connection. Guided by the self-determination theory, this study examines the indirect effects of resilience and quality of life on sustainable entrepreneurial intention. Structural equation modeling via SmartPLS was utilized to examine the cross-sectional survey data involving 102 Malaysian small business entrepreneurs and test the hypotheses. The results suggested that goal attainment motivation has a direct positive effect on sustainable entrepreneurial intention. Additionally, goal attainment motivation via resilience indirectly predicts quality of life, and quality of life mediates the relationship between resilience and sustainable entrepreneurial intention. The main theoretical implication of the findings suggests that the relationship between goal attainment motivation, resilience, quality of life, and sustainable entrepreneurial intention is more nuanced and mediated than previously assumed. Practically, stakeholders and policymakers should develop multifaceted support systems that address psychological resilience and quality of life factors alongside goal-oriented strategies to cultivate a conducive environment for sustainable entrepreneurship.

Keywords: Sustainable entrepreneurial intention Goal attainment motivation Quality of life Resilience Self-determination theory Small business entrepreneurs

<https://doi.org/10.1177/21582440241280705>

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