Title: Entrepreneurial intentions among Generation Z university students: a theory of planned behavior perspective

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Abstract: Entrepreneurial intentions among Gen Z university students in Bangladesh remain underexplored, particularly regarding the influence of education, access to finance and socioeconomic status. This study aims to investigate how these factors shape entrepreneurial intentions within a developing economy context. A quantitative research design was employed, using stratified random sampling of university students in Dhaka, and data were collected through structured questionnaires. Analysis was conducted using covariance-based structural equation modeling (CB-SEM) with AMOS, which showed that all structural paths were statistically significant at $p < 0.05$. The study found a significant positive association between education and entrepreneurial intentions among Gen Z students in Bangladesh. Access to resources, particularly digital tools and crowdfunding platforms, was also significantly and positively associated with entrepreneurial intentions. Socioeconomic status demonstrated a further significant positive relationship with entrepreneurial intentions. Access to digital resources emerged as a strong direct predictor of entrepreneurial intention. These findings extend the Theory of Planned Behavior (TPB) within a developing economy context. In conclusion, education, resource access and socioeconomic status are key positive determinants of entrepreneurial intentions. Strengthening digital infrastructure and entrepreneurship education may enhance youth entrepreneurial outcomes. Broader studies beyond Dhaka are recommended to improve generalizability.

Keywords: Gen Z students, entrepreneurial intentions, educational background, access to resources, socioeconomic status

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