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Abstract:

Purpose
– The purpose of this paper is to investigate the effect of entrepreneurial idea dimensions (the value, content, number and novelty of idea) along with intuitive cognitive style versus an analytical style on students’ entrepreneurial intention.

Design/methodology/approach
– To evaluate these relationships, the data are obtained from an extensive survey of 376 undergraduate students of campuses of Behavioral Sciences and Engineering at University of Teheran. The data are analyzed by the methodology of structural equation modeling (SEM) with using LISREL software and SPSS.

Findings
– According to the SEM results, for students with intuitive cognitive style, among the four dimensions of entrepreneurial idea (i.e. idea's content, volume, value, and novelty), the greatest direct effect belongs to the idea volume and idea content. Further, for the students with analytical cognitive style, the idea volume and the idea value have the maximum direct impacts on their entrepreneurial intention meanwhile the least direct effect belongs to the idea novelty. In general, entrepreneurial intention of the students, in both groups of intuitive and analytical cognitive styles, is highly influenced by the volume of their entrepreneurial ideas. Therefore, the ideas volume is the most important factor to start up a new business in future by potential entrepreneurs all with analytical or intuitive cognitive styles.

Practical implications
– It is recommended that entrepreneurship and business students who are attending entrepreneurship and business skills training courses should be categorized into two distinct groups of intuitive and analytical. For the group of students with intuitive cognitive style, an entrepreneurship training with systematic views and a method of establishing and reinforcing positive and stable emotions should be offered. For those with analytical cognitive style, trainings for “designing and writing Business Model and Plan”, “Opportunity recognition and feasibility study” and its related soft wares should be presented. Accordingly, in order to create and increase the entrepreneurial ideas number among all students, it is suggested that a course entitled "Entrepreneurial Idea Generation" be offered in Entrepreneurship Education Programs at undergraduate and graduate levels.