

## Factors Affecting on Women Entrepreneurial Intention: A study on Sudanese Entrepreneurial Women

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### Abstract

Purpose: this study aims to test the factors affecting on women entrepreneurial intention. The study relied on the theory of planned behaviour to interpret the entrepreneurial intention. Methodology; based on the descriptive methodology the study tested the factors of women entrepreneurial intention. The data for this study has been collected by survey from a anon-probability purposive sampling methods the sample size was 251 respondents of Sudanese entrepreneurial women in Khartoum state. The data collected from the responds was prepared and analyzed; by SPSS; software AMOS; Findings; the results of the study showed that entrepreneurial attitude; has a significant positive effect on entrepreneurial intention, risk-taking propensity; has no significant positive on entrepreneurial intention and creativity has no significant on entrepreneurial intention. Implications for theory and practice; from a practice point of view, the study tested how Sudanese women's entrepreneurial attitude; risk-taking propensity; and creativity can develop entrepreneurial intention. Originality and value; the main contribution of the study is forming the combination of the factors affecting on women's entrepreneurship and entrepreneurial intention among Sudanese women entrepreneurs.

**Keywords:** Entrepreneurship, Entrepreneurial Attitude, Risk-taking propensity, creativity, Entrepreneurial intention

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### INTRODUCTION

Over the years, understanding the factors that influence entrepreneurial intention has gained centrality within the research stream (Bird & Jelinek, 1988; Boyd & Vozikis, 1994; Krueger et al., 2000; Tolentino et al., 2014). Emphasized; it as a suitable measure for entrepreneurship ,and plays vital role in the conditions of an individual to become a nascent entrepreneur (Carsrud & Brannback, 2011; Duonga, Nguyenb, Ngoa et al., 2020). In; fact, in the last decades, entrepreneurship and entrepreneurial

Intentions have; gained increasing attention from academics, governments and politicians around the world, there being an international consensus on the significant role of entrepreneurship in economic development, job creation and innovation (Raposo, Rodrigues, Dinis, Paço & Ferreira, 2014). Have renewed the researcher's interest in the role of entrepreneurship and its determinant factors. Entrepreneurs; play recognized roles in national economic development, especially in income generation, employment creation, skills development, provision of goods , services, and innovation (Bourne, 2011; Garo et al., 2015; Iakovleva et al., 2014; Duong et al., 2020; Olszewska, 2015; Urbano et al., 2019; Mitrovic Veljkovic et al., 2019). Dutta et al.; (2015), in their research, conclude that innovation and technology are a critical engines for entrepreneurial intentions, that, is they affirm that there is, awareness and perception on the part of the entrepreneur that innovation

is very essential for the promotion of any entrepreneurship activity. According; to Christensen (2002), entrepreneurial activities are one of the critical elements to the economic growth. was also argued that entrepreneurs as job creators are valuable contributors of economic development (Ariff & Abubakar. 2003). Developing; countries deem that entrepreneurial activities will have a positive impact on decreasing the unemployment rate and creating job opportunities. Its; worth mentioning here that many women's organizations have been formed in Sudan, which partly helped many women to go into business.

The last twenty years have experienced the proliferation of such organizations at the federal and State levels. The most important of these is the Sudanese; Businesswomen Secretariat (SBS); of the Sudanese Businesswomen, and Employers' Federation. The SBS; is affiliated with the Sudanese Businessmen and Employers' Federation (SBEF); and is based in Khartoum branches in some states. Its; main objectives include promoting the economic empowerment of women, involving women in making the economic and social decisions of the country, enhancing relations with similar organizations inside and outside Sudan through participation in training programmes, conferences, and workshops, organizing training courses and carrying out research to support businesswomen activities, and helping businesswomen access to finance from the local and foreign institutions.(Musa,2012).

In Sudan, According; to Khattab& Ahmed (2017), the success rate and the sustainability of small and medium enterprises in Sudan remain low. Another; study by (Gangi & Timan 2013), found that the entrepreneurship environment in Sudan is not enabling entrepreneurial activities. This; weakness can partially be attributed to the government's failure to set a suitable policy for entrepreneurship development, also the lack of education and in addition to the lack of infrastructure and institutional support. Sudanese; women's entrepreneurial faced many factros affecting on women entrepreneurship and they are effecting on entreprenenurial intention. Thus, this study outlined the following question:

To what extent are the factors affecting women's entrepreneurship (Entrepreneurial attitude, risk-taking propensity, creativity) and entrepreneurial intention?

This study contributes to economic development, and This; study will explain the factors affecting women's entrepreneurship in Sudan Therefore, these factors may lead to the establishment of entrepreneurial projects, we present the literature review in section; 2. Section; 3 discusses the methodology employed for this study, followed by data analysis in section; 4 and the discussion of the research results in section; 5.

## **LITERATURE REVIEW**

The entrepreneurial characteristics are the abilities and personality traits of the entrepreneur that he/she needs to manage his/her project successfully, in addition to the behavioural and managerial skills that enable him to succeed in his project (Sultan, 2016). Locus of control; entrepreneurial attitude, self-confidence, the need for achievement, risk- taking, Self-efficacy and independence are determinants of entrepreneurship. (Holienska et al., 2015).

### **Entrepreneurial Attitude**

(Ajzen, 2005). This; study defines an entrepreneurial attitude; as a tendency to like or dislike engagement in entrepreneurial activity. the Theory of Planned Behaviour explains that there are three factors influence a person's intention to perform a behavior, one of which is an attitude. According; to Cruz et al. (2015), attitude is a tendency to react effectively in response to the risks that would be faced in a business. (Efendi & Makhfudli, 2009). Attitudes indicator towards

entrepreneurship intentions can be seen from the interest of the individual with a business opportunity, a positive view of the failure of the business, and business interests at risk. Mohd; Salleh et al. (2005), Sudipa and Damodharan (2012) state that attitude is one of the important factors in determining the success of individuals in entrepreneurship. Attitude is a readiness to react to certain objects in the environment as an appreciation of the object (Efendi & Makhfudli, 2009). According; to Mohd Salleh et al. (2005), attitude; is an element of personality that is important in determining the success of the entrepreneur's ventures. Based; on studies by Davey et al., (2011), early exposure to the entrepreneurship; field will drive attitude, personality, and the level the intention of an individual in determining behaviour formation in choosing an entrepreneurial career.

### **Risk-taking propensity**

Risk-taking propensity refers to a tendency to take or avoid risks. Entrepreneurship; has always been associated with risk-taking. Gurol; & Atsan (2006). Risk-taking propensity; signals the ability to overcome the difficulties, uncertainties, and unpredictable circumstances that may follow a decision and acclimate to them successfully (Luthje & Franke, 2003). Laudano et al., (2019) found that risk-taking propensity; is an essential antecedent of entrepreneurial intention in both Italy and Albania samples. Individuals; who naturally have higher risk tolerance have higher entrepreneurial intentions (Dheer et al., 2019; Hmieleski & Corbett, 2006). One's; readiness for risk-taking; plays a substantial role in achieving business success (Trung et al., 2020). Risk -propensity is the best indicator of entrepreneurial intentions compared to other entrepreneurial traits (Zhao, Seibert, & Lumpkin, 2010). At; all times, entrepreneurship is associated with risk-taking (Sutha & Sankar, 2016).

Although; Zhao et al. (2010) claimed that risk propensity is the best predictor of entrepreneurial intentions among other entrepreneurial traits. Yukongdi ;Lopa (2017), scholars focusing on the traits of entrepreneurs, argue that they have a greater propensity for risk than others. The; willingness and ability to take risks is one main points in entrepreneurship. (Tyszka et al.2011) Risk- taking is related to self-confidence. It; means that the greater the person's belief in his ability, the greater the person's belief in his competency or influence results and decisions .According; to Bezzing (2009), risk -taking propensity is a tendency to take risk after analyzing each situation carefully, and have developed a strategy to minimize the impact of its risk- Taking; calculated risk is the latest approach in entrepreneurship. Risk- taking can lead to both success and failure. Thus; entrepreneurs should calculate risks of their actions before they take them, evaluate the advantages and disadvantages of risk- taking in all stages of entrepreneurship. (Boyd; N.G. & Vozikis, G.S., 1994). Risk-taking is a personality trait which shows the willingness , and tendency of a person to take risks. Entrepreneurial activities; have the risks so risk -taking is related to entrepreneurship. Liu; Chiang. (2014).

### **creativity**

Creativity, has been explored by several of researchers in the field of entrepreneurship, but there is as yet no standardised definition for creativity. Creativity is the ability to develop new ideas and find new ways of looking at problems and opportunities (Zimmerer et al., 2008). (Raposo et al., 2008). This study; defines creativity as the ability to develop something new. Something; new is associated with the discovery and development of new ideas and new ways of looking at problems and opportunities. Further; creativity is vital for anyone deciding to take up entrepreneurship as a profession (Birdthistle, 2008). Creativity; is an essential component of individual cognitive processing, and can generate new and valuable ideas (Zhang & Zhang, 2018). In the field of economic production, many scholars pay more attention to the relationship between creativity and products.

Mumford; (2003). With; the emergence of entrepreneurship, many scholars associate creativity with entrepreneurship because creativity is particularly crucial for entrepreneurial activities, and entrepreneurship itself is a creative activity. Remaining; creative is a quality that a successful entrepreneur must- have. (Chua & Bedford, 2016). Creativity; is considered to be a powerful predictor in the field of entrepreneurship and helps individuals to acquire employment (Hu et al., 2018). Therefore; creativity will be appropriate for considering entrepreneurship as an employment choice, and the key component to beginning the entrepreneurial process, which contributes to the design of new products (Kumar & Shukla, 2019; Zampetakis, Gotsi, Andriopoulos, & Moustakis, 2011). Further, creativity is vital for anyone deciding to take up entrepreneurship as a profession (Birdthistle, 2008). For instance, been found the factors driving creativity among Padang State Polytechnic students studying entrepreneurship are breaking the rules, positive attitude, and ability to channel stress (Gustiawan et al., 2014).

### **Entrepreneurial intention**

Intentions are the most immediate antecedents of any behaviour under voluntary control and are assumed to capture the motivational influences on behaviour (Kiriakidis, 2015). Entrepreneurial intention; is a cognitive representation of the actions to be implemented by women with the intention of to set up new businesses.( Anik et al., 2017). Based on Alferaih (2017), we define Entrepreneurial intention (EI); as the intention of a person to start a new business where “intentions are assumed to capture the motivational factors that influence a behaviour” (Ajzen 1991). Entrepreneurial intention; is the determination of an individual to start a new business (Krueger & Carsrud, 1993). The; predictive role of entrepreneurial intention in entrepreneurial activities has also been demonstrated in several studies (Covin & Slevin, 1991; Krueger & Carsrud, 1993; Lumpkin & Dess, 1996; Elenurm et al., 2007). Many; empirical researches conducted taking TPB have successfully resulted in serving some significant statistical and theoretical contributions to the vast existing literature, yet demanding expansion, on entrepreneurial intention by confirming that entrepreneurial attitude, social norms and entrepreneurial self-efficacy positively predict the entrepreneurial intention (Anwar et al., 2020; Anwar & Saleem, 2019; Ali & Abou, 2020; Elhag, & Abd Elmawla 2020; Anwar et al., 2021). (Basu &Virick, 2008). So; the entrepreneurial intention indicates that individuals are willing to perform a particular behavior. Some; other researchers like Gupta & Bhawe, (2007) think that the planning and implementation of entrepreneurial ideas based on mental effort are intentional and directed towards entrepreneurial projects. Many; studies, such as Zaidane (2011), Ramadan (2013), Sulatn (2016), and Saral, H. C. (2017), confirm that intentions are a significant predictor of behaviour. According; to Ajzen (2005), behaviour is influenced by a variety of factors, including personal, social, and environmental factors,

Therefore the researchers conclude that the entrepreneurial intention that leads to entrepreneurial behaviour is related to some personal characteristics and individual traits that vary from person to person, and this is what the current study aims to prove (Al-Nashmi, 2017). We; propose that entrepreneurial traits, along with entrepreneurial attitude, self-efficacy, and social norms, influence the entrepreneurial intention of university students while mediating the influence of entrepreneurial traits on the entrepreneurial intention by attitude and self-efficacy. (Yıldırım et al. 2016). The personal characteristics of the entrepreneur are decisive in terms of influence on the entrepreneurial intention, such as values, attitudes, knowledge and skills, wishes and personal factors (Vesalainen, & Pihkala, 2000; 2000; Papzan et al., 2013; Lee et al., 2011; Fitzsimmons & Douglas, 2011; Kautonen et al., 2015).

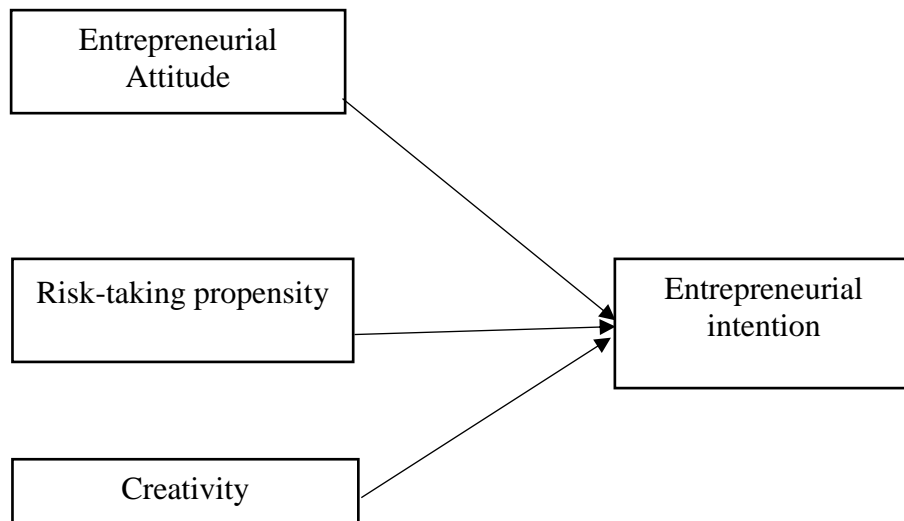


Figure: 1 the conceptual framework of the study

### Hypothesis:

Personality factors for entrepreneurship: Entrepreneurial attitude, risk-taking propensity, creativity and entrepreneurial intention. Thus; the following hypothesis is proposed:

Hypothesis 1 (H1). Entrepreneurial attitude will significantly affect her entrepreneurial intention. These attitudes and intentions are associated with individual perception, and are learnable (Ajzen, 2005), Thus, fostering these variables is crucial to promoting entrepreneurship. A model postulated by Churchill & Bygrave (1989) explicates that traits concerning entrepreneurs are positively associated with entrepreneurial intention. Yan and Hu (2008) also affirmed that personality traits, entrepreneurial attitude, and entrepreneurial intention are positively related to each other; therefore, the authors are postulating that in addition to the direct effect of personality traits on entrepreneurial intention. Then; an entrepreneurial attitude provides a positive and significant effect on entrepreneurial intention (Luthje & Franke, 2003; Kusmintarti et al., 2014; Anik& Nur,2017).

Attitude Relationship,(2016) This study has shown that the Indian undergraduates have a positive attitude and a high intention for entrepreneurial careers. (Mohamed et al., 2012). Moreover; the attitudes of the women have an impact on behavior by intent. (Giacomin et al., 2011), A survey among university students was carried out revealed that male students show more positive attitudes toward entrepreneurship and much more concrete entrepreneurial intentions. And Furthermore, studies have affirmed this relationship empirically that more excellent entrepreneurial attitude positively enhances one's entrepreneurial intention drive (Anwar et al., 2020; Anwar & Saleem, 2018; Bazan et al., 2019; Krueger et al., 2000; Autio et al., 1997; Pruett et al., 2009; Segal et al., 2005; Van Gelderen & Jansen, 2008). Existing; research findings show that personal characteristics are important factors that influence attitudes towards entrepreneurship (Baron & Markman, 2003; Baum & Locke, 2004; Collins et al., 2004).

Hypothesis 2 (H2). Risk-taking propensity to significantly affect her entrepreneurial intention. Research findings also provide evidence that individuals with a greater risk acceptance had more robust levels of entrepreneurial intention (Hmieleski & Corbett 2006). Risk-taking propensity; leads to a greater levels of entrepreneurial intentions compared to students with no such inclination (Gurol & Atsan, 2006; Ozaralli & Rivenburgh, 2016). At; all times, entrepreneurship is associated with risk-taking (Sutha & Sankar, 2016). Results; from Bezzing (2009), Hmieleski and Corbett (2006), and Gurol ;Atsan (2006) shows a positive and a significant correlation between risk taking propensity and entrepreneurial intention. This; notion has also been affirmed by many researchers that entrepreneurs possess a higher propensity to take risks than others (Anwar & Saleem, 2019; Gurol and Atsan, 2006; Cho & Lee, 2018; Thomas & Mueller, 2000). believe that ;tolerance and positive attitudes toward risk predict entrepreneurial intentions" (Sanchez, 2013).



Further; many authors conceptualize competitiveness as a personal characteristic that widely influences work-related behaviours and interpersonal relationships (Griffin-Pierson, 1990; Houston et al., 2002). Additionally; Rauch and Frese (2000) found that Risk-taking propensity is connected to achievement needs are related positively to entrepreneurial intention.

Hypothesis 3 (H3). Creativity will significantly affect her entrepreneurial intention. Several previous studies analysed the relationship between creativity and entrepreneurial intention. Kusmintarti et al. (2014) stated that creativity as a dimension of entrepreneurial characteristics, has contributed to increasing entrepreneurial intention. As; creativity involves individual traits entrepreneurship, intangible social norms will also support people to choose creative work. creativity is highlighted as an essential resource for entrepreneurs (Ahlin et al., 2014; Khedhaouria et al., 2015). The; results showed that creativity exercises could improve students, entrepreneurial intentions. Zampetakis et al. (2011) studied the connection between young people's creativity and entrepreneurial intentions in a surveyed of 180 undergraduate business school students, They found that the more creative young people thought they were, the higher their entrepreneurial intentions were. Chia ; Liang (2016) Surveyed the impact of creativity on the entrepreneurial intention at a university in Taiwan.

According; to the TPB and entrepreneurship event models, Zhao et al. (2005) explained the logic of the impact of creativity on entrepreneurial intentions as, people with high creativity could maintain a positive attitude and high self-confidence in entrepreneurial activities. Prior studies explain that creativity is positively and significantly associated with entrepreneurial intention (Biraglia ; Kadile, 2017; Hu et al., 2018; Rodrigues et al., 2019). Biraglia ; Kadile (2017) highlight the role of creativity and entrepreneurial passion among homebrewers and found significant impact on entrepreneurial intention. Ip; Wu, Liu, and Liang (2018) executed a study on students with a sample of 331 students using online and one survey and found a positive association between creativity and entrepreneurial intention.

## **METHODS**

This study is survey- based, and the data was collected from nonprobability sample of entrepreneurial women. The; main objective of a questionnaire is to together important information and knowledge about a population. Therefore; the study aims to determine the factors that influence women's entrepreneurship and entrepreneurial intention. A questionnaire has been developed based on the previous studies. Measurement; that encompasses a variety of multi-item measures was designed for entrepreneurial women. The; survey is divided into three parts. Part; one is the cover letter explaining the purpose and objective of the study; and part two is the respondent profile. Moreover, part three is items of variables and dimensions. The; survey is self-administered, while all the measurements are initially written in English, and then translated to Arabic (back-to-back translation) (Hamid., Elhakem., & Ibrahim, 2017). All the A questionnaire items were based on a seven-point Likert scale. The; Population of this study consisted of women's entrepreneurial located in Khartoum state. A purposive sample was used to obtain the sample size, starting with a women entrepreneurship in Sudan. A total; sample of 251 entrepreneurial women was chosen, as recommended sampling size demanded factors analysis. There; were An total of 22 items used for conducting factor analysis. Different statistical techniques were implemented, including. Standard methods bias tests, exploratory factor analysis (EFA), reliability tests, confirmatory factor analysis, and multiple regression.

### **Data Analysis and Results**

Confirmatory factor analysis (CFA); was performed to check the reliability and validity of the data measuring instrument, respectively. In; order to assess the degree of correspondence between the manifest variables and latent construct of the transaction attributes on logistics performance, a multi-dimensional CFA; model in (Figure 1) has been conceptualized and tested for its psychometric properties.

Following Fornell and Larcker (1981), we conducted a confirmatory factor analysis (CFA); to assess the constructs regarding convergent validity, discriminant validity, and reliability. The results of the CFA showed fairly acceptable fit statistics:  $\chi^2= 240.009/111$ , RMSEA=0.068, NFI=0.808, CFI=0.88, IFI=0.88, GFI=0.90, and SRMR=0.044.

In the current study, the hypotheses have been tested by constructing a structural model using SEM. The Structural model provides direct effect on the output file as unstandardised and standardised.

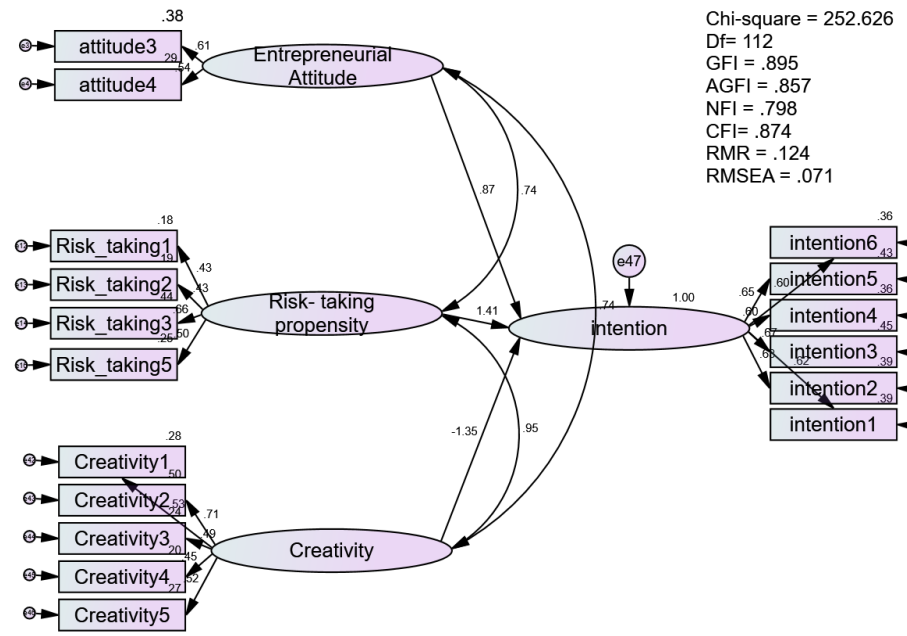


Figure: 2 the study model is an acceptable fit

We used composite reliability (CR); and Cronbach's alpha to assess the reliability of all constructs. As; shown in Table 1, all values of CR; (ranging from 0.502 to 0.806) are not higher than 0.7, suggesting adequate reliability (Fornell and Larcker, 1981).

Table:1 construct reliability, internal validity and discrminant, validity.

	CR	AVE	MSV	Maxx (H)	intention	Entrepreneurial attitude	Risk-taking	Creativity
Entrepreneurial intention	0.806	0.409	0.792	0.807	0.64			
Entrepreneurial attitude	0.502	0.337	0.792	0.508	.1300.890	0.58		
Risk- taking	0.581	0.265	0.903	0.613	0.753	0.738	0.515	
Creativity	0.675	0.299	0.903	0.7	0.626	0.741	0.95	0.546

Regression weights: (group number- default model). Structural model and hypotheses testing. Figure 1 shows the estimation results of the structural model. The goodness of fit indices were  $\chi^2=(252.626)$ , DF=112, with RMSEA=0.071, NFI=0.798,CFI=0.874, IFI=0.80,GFI=0.895, AGFI=0.857 and SRMR=0.044, suggesting an acceptable fit.

Table 2. Direct Hypotheses Testing.

Paths			Estimate	S.E.	C.R.	P	Result
intention	<---	Entrepreneurial attitude	0.813	0.395	2.056	0.04	Support
intention	<---	Risk- taking	0.975	<u>1.231</u>	0.792	0.429	Not Support
intention	<---	Creativity	-1.137	1.525	-0.745	0.456	Not Support

Table (2) depicts the primary information concerning the hypothesized relationships under p.value for statistical significance. One path; entrepreneurial attitude – entrepreneurial intention, shows a significantly positive influence (p-value < 0.05), supporting their respective hypothesis. The

other paths observed statistically insignificant influence; therefore, their hypothesized relationships were not supported.

## Discussion

The study shows the sampled Sudanese entrepreneurial women (based on a 7-point Likert scale). The study shows that the entrepreneurial attitude is significant to entrepreneurial intention. Agreed with the study by Cruz et al. (2015), the attitude is a tendency to react effectively in response to the risks that would be faced in a business. These attitudes, and intentions are associated with individual perception, and they are learnable. These findings concur with prior studies, to emphasized by Churchill and Bygrave (1989) explicates that traits concerning entrepreneurs are positively associated with entrepreneurial intention. This result aligns with Yan and Hu (2008) also affirmed that personality traits, entrepreneurial attitude, and entrepreneurial intention are positively related to each other. These findings concurred with those of previous research, such as by Geissler and Zanger (2013), there are several experiential types of research, which show the relevance of the concept of entrepreneurial attitude as robust and reliable interpreter of business intent. (Mohamed et al., 2012).

Moreover, the entrepreneurial attitudes of the women impact on behaviour by intent. This result aligns with Hubungan Sikap, (2016) this study has shown that the Indian undergraduates have a positive entrepreneurial attitude and a high level of intention for entrepreneurial careers. Another study of Kris & Kristian (2016). A survey among university students was carried out revealed that male students show more positive attitudes toward entrepreneurship. Moreover, much more concrete entrepreneurial intentions. Kusmintarti et al. (2014) suggest that an entrepreneurial attitude affects positively and significantly their entrepreneurial intentions. And disagree with those of previous researches such as entrepreneurial attitude is not significant on entrepreneurial intention agreed with the study that (Duong et al., 2022) intention entrepreneurial attitude is lower positively related to entrepreneurial intention to engage in a business venture.

Furthermore, entrepreneurial attitude-entrepreneurial intention link has negatively to covid-19 distress, (Nor Aishah et al. 2016). Indian graduates do not possess a positive attitude towards entrepreneurship, resulting in their failure to address the opportunities in this field. The results revealed that Entrepreneurial Attitude did not have a significant positive effect on Entrepreneurial Intention. At the same time, Subjective Norms and Perceived Self have a significant positive effect on Entrepreneurial Intention. This result is agreed with (Siu & Lo, 2011). That attitude toward entrepreneurship was not found to be a significant predictor of entrepreneurial intention in the Chinese context, which is characterized as a collectivistic society, they argue that individuals with a higher level of dark personality traits are more inclined to start new ventures. Some researchers find no significant correlation between Machiavellianism and entrepreneurial intention (Hmieleski & Lerner 2016; Kramer et al. 2011). Peter et al. (2006) Again, there is a gender-specific difference indicating this relationship between the attitudes towards entrepreneurship and entrepreneurial intentions is lower for female students. (Lin 2007). In this study, purchase behaviour, or in other words, shopping, might be considered by most of the respondents as a private behaviour, therefore, it has a relatively lower significance compared to attitude towards the product.

On the other hand, this study reveals that Risk-taking propensity has no significant relationship with entrepreneurial intention. This study's agreed the previous studies such as findings that agreed an essential finding of this study is that both U.S. and Turkish students showed relatively weak intention to start their new venture. However, their attitudes toward becoming an entrepreneur were high. (Wennekers et al. 2005). The influence of Risk-taking propensity on



entrepreneurial intention revealed mixed results. Having taken a class that discusses entrepreneurship particularly did not have a significant influence on the intention of either U.S. or Turkish students. This; finding may well suggest that, as Kirby (2005). Such results are quite the contrary to the results presented in Hwi and Seo's (2016) study, where he concluded that innovativeness and risk-taking tendencies had not a significant influence on entrepreneurial intention while pro-activeness did not. Therefore; it is accepted that Risk-averse personality traits have a negative influence on the entrepreneurial intention with a beta coefficient value of -0.248; however, risk-taking personality traits did not significantly contribute to the regression model (Yukongdi & Lopa, 2017).

This; may be because students and young people, in general, show greater tolerance for risk, so it is not directly relevant to their the entrepreneurial intentions. (Karimi, et al., 2012) The main findings of the study are; entrepreneurial intention is positively influenced by the self-efficacy of entrepreneurs and the need for achievement. Independence and risk-taking do not directly affect students' entrepreneurial intent to organize their projects. The; fourth hypothesis stands for positive, but with a comparatively weaker relationship between entrepreneurial traits on entrepreneurial intention, and the results have been found in conformity. Entrepreneurial traits have been found as a weak yet significant predictor of the entrepreneurial intention in earlier research (Roy et al., 2017), and this study also showed a weaker strength of the relationship, With, regards to risk-taking, Hisrich and Peters" (2002) argue that empirically "no conclusive causal relationships" have been found with regards to risk and entrepreneurs, and that the risk-taking propensity trait does not form an essential part of the research on entrepreneurial characteristics.( Zidane, 2011) .

The researcher pointed out that there is a relatively weak relationship between the characteristics of the students and the possibility of establishing their projects after graduation. Risk-taking Propensity had a negative and insignificant relationship with us in both countries, consistent with Rosique-Blasco et al. (2018). Amaro ; Duarte (2015), Moreover, consumers' attitude is next influenced by low perceived risk and largely positive brand perception towards social enterprise products. There; is no primary concern that the product made by inmates might be of lesser quality or perhaps risky to be used. Prior studies have shown R-TP's positive role in entrepreneurship (Stewart & Roth, 2001), while other have shown a negative relationship (Miner & Raju, 2004).

Moreover, disagree with other previous studies Research findings also provide evidence that individuals with a greater risk acceptance had more potent, levels of entrepreneurial intention (Hmieleski & Corbett 2006). A student's risk-taking propensity leads to greater levels of entrepreneurial intentions compared to students with no such inclination (Gurol & Atsan, 2006; Ozaralli & Rivenburgh, 2016). At; all times, entrepreneurship is associated with risk-taking (Sutha & Sankar, 2016). The Result; from Bezzing (2010), Hmieleski and Corbett (2006), Gurol and Atsan (2006) shows a positive and significant correlation between risk-taking propensity and entrepreneurial intention. This; notion has also been affirmed by many researchers that entrepreneurs possess a higher propensity to take risks than others (Anwar & Saleem, 2019; Gurol & Atsan, 2006; Cho & Lee, 2018; Thomas & Mueller, 2000). believe that "tolerance and positive attitudes toward risk predict entrepreneurial intentions" (Sanchez, 2013). Further, many authors conceptualize competitiveness as a personal characteristic that widely influences work-related behaviours and interpersonal relationships (Griffin-Pierson, 1990; Houston et al., 2002). Additionally, Rauch ; Frese (2000) found that Risk-taking propensity is connected to achievement needs that are related positively to entrepreneurial intention.

Third, this study result confirmed that creativity have no significant relationship to entrepreneurial intention this study, agreed with previous study's Research of (Mohamed Osman ,2021) .The survey results collected from 303 female business graduates identified the lower influence of creativity on entrepreneurial intention. Anjum et al. (2018) found a lower relationship between creativity and entrepreneurial passion. Moreover, scholars indicate that a higher level of entrepreneurial passion in a person is more creative in his or her performance to accomplish a task. Biraglia ; Kadile (2017) highlight the role of creativity and entrepreneurial passion among home-brewers and found no impact on entrepreneurial intention. Al-Nashmi, (2017) Based on the regression analysis applied in the study, results also showed that students' locus of control and self-confidence level were the highest influencing variables on students' intentions, they appeared to be created the lowest influencing variable. (Efstathios et , al.,2017).However, there is no substantial evidence to predict the level of creativity by the personality traits.

On the other hand, "Neuroticism" is negatively correlated with creativity, but this relation is not significant. The results also indicated a statistically significant but not strong relation among the traits "Agreeableness", "Openness to Experience" and performance enterprise. (Olim,2013).The results suggest that the influence of creativity on entrepreneurship is not evident in the Portuguese context. Our three model specifications show little evidence of the influence of creativity on the birth of new firms, while pointing to the relevance of agglomeration effects for new firms' formation. Moreover, disagreed with the previous studies that analysed the relationship between creativity and entrepreneurial intention. Kusmintarti et al. (2014) stated that creativity as, a dimension of entrepreneurial characteristics, has contributed to increasing entrepreneurial intention. As creativity involves individual traits entrepreneurship, intangible social norms will also support people in choosing creative work. creativity is highlighted as an essential resource for entrepreneurs (Ahlin et al., 2014; Khedhaouria et al., 2015).

The results showed that creativity exercises could improve students' entrepreneurial intentions. Zampetakis et al. (2011) studied the connection between young people's creativity ,and entrepreneurial intentions in a survey of 180 undergraduate business school students,they found that the more creative young people thought they were, the higher their entrepreneurial intentions were. Chia and Liang (2016) surveyed the impact of creativity on entrepreneurial intention at a university in Taiwan. According; to the TPB and entrepreneurship event models, Zhao et al. (2005). explained the logic of the impact of creativity on entrepreneurial intentions as, people with high creativity could maintain a positive attitude and high self-confidence in entrepreneurial activities. Prior studies explain that creativity is positively and significantly associated with entrepreneurial intention (Biraglia & Kadile, 2017; Hu et al., 2018; Rodrigues et al., 2019). Ip, and Liang (2018) executed a study on students with a sample of 331 students using online and one survey and found a positive association between creativity and entrepreneurial intention.

## CONCLUSION

This study is expected to contribute to entrepreneurship literature through the following perspectives. Firstly, the applying of the theory of planned behavior is entirely appropriate in the context of Sudan. Analogously, to many previous studies, entrepreneurial Attitude has a significant effect on entrepreneurial intention, Secondly, previous studies only focus on Risk-taking propensity and have no significant effect on entrepreneurial intention, finally, when studies show that creativity has no significant effect on entrepreneurial intention. In; terms of practical implications, this study might contribute to the factors affecting on women's entrepreneurship and entrepreneurial intention through some of the following perspectives. On the one hand, the study results illustrate that the

factors affecting women's entrepreneurship play the most crucial role in entrepreneurial intention to run their own business among Sudanese entrepreneurial women. Finally; the results indicate that creativity has directly lower entrepreneurial intention. This study suffered a few limitations, especially since the data was collected from only four women entrepreneurs. Firstly, it has utilized the questionnaire survey as the preliminary quantitative data collection technique. Future: studies should apply qualitative and, or mixed techniques. Secondly, the study measured the factors of women entrepreneurship using variables adopted from previous research.

Further, studies should employ other variables related to the factors affecting women entrepreneurship. Thirdly, the study only focused on testing the effects of the factors effecting on women entrepreneurship and entrepreneurial intention. Future studies may extend this study model by examining the factors affecting women's entrepreneurship variables with multidimensions to reach significant positive relationships. Finally; the small number of study participants researched is a considerable limitation as well.

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