

# Influence of generational status on immigrants' entrepreneurial intentions to start new ventures: a framework based on structural equation modeling and multicriteria decision-making

Intentions to  
start new  
ventures

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Received 7 April 2021  
Revised 27 October 2021  
23 November 2021  
Accepted 24 November 2021

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## Abstract

**Purpose** – This study aims to identify the intentions of immigrant entrepreneurs to start new projects by investigating the role of influence of institutional support, social context, cultural intelligence, self-efficacy, optimizing personality traits and hierarchy legitimacy on intentions to start new ventures. In addition, the strength of the relationship for such factors and intentions to start new ventures was determined through the moderator role of easy access to venture capital.

**Design/methodology/approach** – To this end, this study complements the academic literature by integrating the structural equation modeling (SEM) and multiple-criteria decision-making (MCDM) techniques. Thus, the MCDM (i.e. analytic hierarchy process and vlskriterijumska optimizacija i kaompromisno resenje [VIKOR]) is an effective approach to solving the problem of complexity and evaluation (i.e. multiple evaluation criteria, important criteria and data variation). Hence, to complete the strategic guideline solution, this study uses a survey for collecting data from 202 immigrants in Malaysia, Pakistan, Nigeria and Singapore.

**Findings** – The results from SEM prove several critical factors of immigrants' entrepreneurs. These factors of immigrants' entrepreneurs can be vital for academics and host countries. By focusing on these aspects and by developing some personality traits (such as self-efficacy and optimal personality traits), these factors can contribute a good deal to increasing the capabilities of immigrant's entrepreneurs toward entrepreneurial intentions. In the validation, the statistical objective method indicates that the immigrants' prioritizations in all countries are supported by the systematic ranking. Thus, entrepreneurial intentions for immigrants can pursue the order proven by the VIKOR results.

**Research limitations/implications** – This study has some significant practical and theoretical implications. Practically, the study findings will enable managers to develop strategies to support immigrants for entrepreneurial intentions to start new ventures.

**Originality/value** – The novelty of the context under given circumstances of global environment adds to the originality of this study. Several previous studies have also emphasized the need for this



This work is funded by Universiti Sains Malaysia, Short Term Grant [Grant Number: 304/PMGT/6315513], for the Project entitled "The Efficiency of Variable Sampling Interval Scheme for the Multivariate Coefficient of Variation in Short Production Runs."