

Entrepreneurial culture and leadership: Evidence of the importance of intention

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Abstract

This research aims to investigate how entrepreneurial leadership and culture impact entrepreneurial behavior through the mediating role of entrepreneurial intention in Iraq's hotel industry. Information was gathered from 625 individuals employed in private restaurants and hotels, and a structural equation model, SEM, was utilized to analyze this data. Despite close focus on studying actual entrepreneurial behavior, the results of the current study emphasize the crucial role of entrepreneurial intention in the emergence of actual behavior. The entrepreneurial intention acts as a comprehensive mediator impacting entrepreneurial leadership and culture on entrepreneurial behavior. This underscores the pivotal role of individual intentions in translating organizational influences into tangible actions. The study emphasizes the significance of understanding and nurturing these intentions as drivers of entrepreneurial behavior. The implications extend to professionals in the industry, advocating for initiatives to foster an entrepreneurial mindset, cultivate supportive cultures, and empower employees to stimulate change. These insights offer a proactive framework for organizations to navigate dynamic challenges and capitalize on entrepreneurial opportunities in the sector.

KEYWORDS

entrepreneurial behavior, entrepreneurial culture, entrepreneurial intention, entrepreneurial leadership

1 | INTRODUCTION

The rapid spread of the Corona Virus pandemic caused unparalleled global economic downturn (Al-Abrow, Al-Maatoq, Alharbi, et al., 2021; Kaushal & Srivastava, 2021; Sutarto et al., 2022). Organizational contexts, which rely heavily on human interaction or mobility, have faced great frustration (Hao et al., 2020; Khaw et al., 2021). In addition to grappling with stringent measures like border closures, social distancing mandates, and enforced stay-at-home protocols aimed at containing the virus, the economic sec-

tor suffered profoundly and reached to the brink of utter collapse (Abbas et al., 2021; Burhan et al., 2021).

The impact of the pandemic has been profound on the hotel industry in developing nations such as Iraq (Bretas & Alon, 2020; Sanabria-Díaz et al., 2021). The plight was exacerbated by under-equipped public health systems, notably the absence of diagnostic tests and adequate medical facilities. This, coupled with limited cash flow and resource scarcity for small and medium-sized enterprises (SMEs), jeopardized their entrepreneurial foothold and survival in the labor market (Dube et al., 2021).