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DIGITAL ENTREPRENEURIAL INTENTION: THE ROLE OF TECHNOLOGY ACCEPTANCE BEHAVIOR, DIGITAL ENTREPRENEURIAL KNOWLEDGE, DIGITAL CAPABILITY, AND PRIOR EXPERIENCE IN DIGITAL TECHNOLOGY

Major: Business Administration
Code: 9340101

SUMMARY OF DOCTORAL THESIS

Ho Chi Minh City – 2026

The thesis was completed at University of Finance and Marketing

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At this 8:30 on 14th January 2026

The dissertation can be accessed at the library:

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TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION

1.1. Research context

1.1.1. Practical context

The increasingly of integration of the Vietnamese economy into the global economy, along with the profound impact of the Industrial Revolution 4.0, poses an urgent need for research and proposal of innovative solutions for economic-financial policies and economic management to effectively adapt to the new context. One of the important directions for Vietnam to accelerate economic and social development is to develop a startup ecosystem, creating a favorable environment to promote and support the formation and development of types of businesses with the ability to grow rapidly based on the exploitation of intellectual property, technology, and new business models (CESTI, 2018). Startup activities are where new, creative and innovative ideas are born. New businesses often focus on solving practical problems and providing new products and services to meet market needs (Baumol et al., 2007).

Digitalization offers entrepreneurs many opportunities to integrate digital technology into all entrepreneurial activities, allowing them to develop new products, services, processes and business models, explore new markets and opportunities, reduce costs and better engage with stakeholrs (Kollmann et al., 2021; Sahut et al., 2021). The Vietnam Innovation and Technology Report 2023 by the National Innovation Center (NIC) stated that technology investment in the country is affected by the global economy, venture capital in our country has creased by 65% in the second half of 2022 due to the growing crisis in the technology industry, however, the Fintech sector continues to attract abundant investment capital, accounting for about 39% of the total investment value (NIC, 2023). The intrinsic demand from practice, the trend of cooperation, international integration and the successful experience of start-up countries have been affecting the entrepreneurial spirit of Vietnam today. However, due to the impact of digital technology, it has become a major barrier for those who intend to start a digital entrepreneurship (DE) (Mir et al., 2022). Postgraduate students are workers in the technical - technological industries with many favorable conditions to access knowledge and implement digital technology projects. In the digital transformation economy, DE are starting to attract the attention of many countries, especially developing countries (Nathani & Dwivedi, 2019). Digital technology (DT) changes the organizational structure of traditional enterprises, these changes are called "digital transformation" creating many opportunities for startup activities (Garcez et al., 2023). Current and future economic and social trends mainly take place on digital platforms such as digital economy, digital commerce, digital finance and digital society, ... posing requirements not only for startup activities but also for startups on the DT platform. Therefore, research on DE entrepreneurial intention is essential to understand the motivations, barriers and policy orientations, thereby enhancing support and promoting the current generation of young entrepreneurs.

1.1.2. Theoretical background

About 30 years ago, since Shapero published his seminal work on the topic of entrepreneurship (Shapero, 1984; Shapero & Sokol, 1982), research on entrepreneurial intention (EI) has attracted the attention of many scholars. Two distinct lines of research have emerged in relation to EI. First, originating from social psychology, it aims to analyze behaviors in general and to clarify the process from intention leading from attitudes and beliefs to effective action. Among them, two major contributions of this field that are particularly relevant to the study of EI are Ajzen and

Fishbein (1980) and Bandura (1997). A further development of the Theory of Planned Behavior (TPB) by Ajzen (1991) has become one of the most widely used theories in social psychology in general. The work of Krueger and Carsrud (1993) is considered to be very significant in making TPB the "reference" theory in most studies of entrepreneurial intention.

The second direction is specific to the field of entrepreneurship (Shapero 1984; Shapero & Sokol 1982; Bird, 1988). The intersection of these two research directions is largely due to some very convincing contributions to the application of tools and theories from psychology to the study of entrepreneurial intention (Shaver and Scott, 1991). Various theories have been developed to study entrepreneurial intention such as Entrepreneurial Event Model - EEM (Shapero & Sokol, 1982), Theory of Planned Behavior - TPB (Ajzen, 1991), etc. Later, some models derived from the previous models called Theory of Planned Behavior Entrepreneurial Model - TPBEM (Krueger & Carsrud, 1993) were developed from Ajzen's TPB theory; Entrepreneurial Intention Model - EIM (Boyd & Vozikis, 1994) was an extension of Bird's model (1998) and Entrepreneurial Potential Model - EPM (Krueger & Brazeal, 1994) was developed from Shapero and Sokol's (1982) EEM model. The integration of theories from the field of social psychology has contributed to the theoretical strength and methodological rigor of the above contributions (Ajzen, 1991; Bandura, 1982). Although alternative theoretical models have emerged and existed since then, there is some evidence of the compatibility of intention-based models (Boyd and Vozikis, 1994; Krueger et al., 2000). Most of these studies lack systematization and tend to repeat previously conducted studies. As a result, the research in the field of entrepreneurship gradually becomes outdated and impractical (Fayolle and Liñán, 2014). Therefore, there is a need to systematically build new theories and research results to contribute to further progress in this field.

DE is an emerging form of entrepreneurship in which technology plays a core role in creating new value, new business models or solving socio-economic problems. This field is becoming an interesting research topic attracting the attention of scholars in developed and developing countries because it plays a fundamental role in changing the economic landscape and facilitating creative and innovative efforts for the development of new entrepreneurs (Wibowo et al., 2023). Different from traditional types of entrepreneurship, DT requires entrepreneurship not only to have a business mindset but also to know how to exploit technology for innovation. Regarding DE, some pioneering research works have shown that diversification in many fields including media, entertainment, advertising, retail, transportation and the region has been significantly transformed by business model innovation, such as multi-sided digital marketplaces, social media, e-commerce and software as a service (Zaheer et al., 2019). According to Nguyen et al. (2025), the context of Vietnam is a developing country, therefore, technology and DT entrepreneurs are still quite new to students so the results of future studies may be different from the results of this study when the context changes. Therefore, theoretically, DT entrepreneurship intention has attracted the attention of many scholars and businesses in the context of the rapid development of DT and industry 4.0.

Although studies have been conducted and theories have been suggested to study the issue of entrepreneurial intention in the field of DT, there are still many issues that have not been clarified. First, the relationship between DT entrepreneurial intention and understanding of entrepreneurship. Second, the impact of personal factors and other environmental factors has not been considered in the overall correlation to DT entrepreneurial intention. Third, the

importance of DT competence factors on DT entrepreneurial intention has not been exploited and tested in the context of entrepreneurship. Fourth, the terms used in the field of DT entrepreneurship research have caused much confusion. Nambisan (2017) has proposed a clearer theorization of concepts and constructs related to DT, such as the digital technology perspective, to study entrepreneurial phenomena in a digital world. Therefore, digital technology is not simply a context in the study of entrepreneurial intention.

1.2. Reasons for choosing the field of research

We cannot deny the important role of start-up activities in the process of economic development. It is one of the key economic sectors that greatly contributes to promoting national economic growth, solving unemployment problems and creating jobs for society (Wibowo et al., 2023). Start-up activities in Vietnam are driven by the start-up wave from the early 2000s from experts in the technology field. The leading units in the country and maintaining a competitive position up to now include VNC Corp, VNG, Topica, Nhaccuatui, and later Tiki, Foody, VNPay, Grab, etc. While the prospect of starting a business is considered very optimistic, the number of Vietnamese people hoping to become entrepreneurs is increasing, and the role of entrepreneurs is increasingly recognized in society, Vietnam is still far behind other countries at a similar level of development in terms of awareness of business opportunities.

In addition, according to the General Statistics Office (GSO, 2025), the country has nearly 1.06 million unemployed people of working age. According to a survey of 1,500 startups by the National Startup Association, most new graduates in the country have not met the expectations of startup activities (Thuy Le, 2018). There is a paradox that most startups have a very difficult start in the early stages, with few opportunities for formal education, so most startups in Vietnam have low professional qualifications. On the contrary, people with high education and expertise, who have experienced many successful startup opportunities, tend to work for hire (Rocha & Pozzoli, 2021). This is also a unique characteristic of Vietnam that has created a major barrier to the formation of a startup community in today's trend.

While the problem of employment remains unsolved, nurturing future entrepreneurs to start their own businesses is an inevitable trend. Entrepreneurship is one of the career options that students can consider right before or after graduation (Beeka and Rimmington, 2011). According to Jaya and Manvi (2019), entrepreneurship is effective in solving unemployment problems and shows lower unemployment rates in areas with high numbers of entrepreneurial initiatives (Audretsch et al., 2002). Antecedent research on entrepreneurial intentions can help experts, advisors and policymakers learn more about how beliefs, perceptions, and experiences influence entrepreneurial intentions (Wang et al., 2011). According to Yáñez-Valdés & Guerrero (2024), the development of DT and external factors has brought new opportunities and challenges to entrepreneurs. At the same time, additional research is needed to improve the understanding of DT entrepreneurial intentions due to the lack of empirical research conducted in this area. Research on DT entrepreneurial intentions of Vietnamese learners, specifically postgraduate students in the Ho Chi Minh City area, is one of the important and attractive research areas in entrepreneurship research, for the following reasons: First, about the potential and contribution to the economy. Second, about the increase in entrepreneurial intentions. Third, about the existing challenges and opportunities. Fourth, about education and training. Fifth, a series of new digital technologies have emerged that have changed the organizational structure (Nambisan & Baron, 2013) and led to the

creation of new business ideas (Song, 2019). Therefore, there is a need for competent individuals to act as agents of innovation.

Based on the above issues, the author believes that the research on DT Entrepreneurial Intention in Vietnam is extremely necessary. Research in this area not only contributes to clarifying the factors affecting the DT Entrepreneurial Intention of a group of high-potential subjects, but also provides a scientific basis for training programs, support and policies for DT entrepreneurship development at higher education institutions. At the same time, applying theoretical models such as TAM to the field of entrepreneurship is also a new approach, rich in academic and practical values.

1.3. Objectives and research questions

1.3.1. General objectives

The general objective of the thesis is to identify and test the components of factors affecting the intention to start a DE of postgraduate students in Vietnam, in order to improve our understanding of how cognitive factors, personal factors related to technology and technology acceptance behavior, including DE Knowledge (DEK), Prior experience in DT (PEDT), Digital capacity (DC), technology acceptance behavior (perceived usefulness, perceived ease of use) can stimulate the intention to start a DE of postgraduate students in Ho Chi Minh City.

1.3.2. Specific objectives

(1) Identify the components of factors affecting the digital entrepreneurship intention (DEI).

(2) Analyze, evaluate and test the direct impact role of factors, including: Perceived behavioral control (PBC), Attitude towards DEI (ADE), DEK, PEDT, DC, Perceived usefulness (PU) and Perceived ease of use (PEU) on DEI.

(3) Analyze, evaluate and test the mediating role of the factors PBC, ADE in the relationship between DEK, PEDT, DC and DEI.

(4) Analyze, evaluate and test the moderating role of Family Background (FBB) in the relationship between ADE and DEI and others.

(5) Propose managerial implications from research results to promote DEI among learners. Propose further research directions based on the limitations of the topic.

1.3.3. Research questions

(1) What factors create motivation to influence the DEI?

(2) How to analyze, evaluate, and test the direct impacts of PBC, ADE, DEK, PEDT, DC, PU, and PEU on DEI?

(3) How to analyze, evaluate, and test the mediating role of of PBC, ADE in the relationship between DEK, PEDT, DC with DEI?

(4) How to analyze, evaluate, and test the moderating role of FBB?

(5) What managerial implications are proposed from the research results to promote DEI in Vietnam?

1.4. Reserach object and scope

1.4.1. Research object

- Research object*:* Digital entrepreneurship intention: the role of technology acceptance behavior, DEK, DC and PDET.

1.4.2. Research scope

- In terms of content: The research analyzes from the perspective of DEI of postgraduate students in Vietnam with a focus on the foundation of the Theory of Planned Behavior and the Technology Acceptance Model. In terms of practical aspects, the thesis determines the level of DEI, does not analyze in depth the results of startup behavior or the effectiveness of DT business activities. In addition, DT startup in the thesis refers to business activities taking place on DT platforms.

- Survey subjects: Students are studying at the postgraduate level in the fields of economics, technology and engineering at universities in the Ho Chi Minh City.

- Duration: the survey was conducted from May 2024 - August 2024.

1.5. Research method

The study uses a combination of qualitative and quantitative methods.

Qualitative research was conducted in the initial stage to establish a theoretical foundation and analytical framework as well as measurement variables appropriate to the research context. The author conducted a survey and consulted experts (06 experts) at enterprises, start-up organizations and lecturers, to ensure that the translation of the scale was inherited from foreign studies using the reverse translation method (translation from English to Vietnamese and vice versa) (Bui Nhat Vuong & Ha Nam Khanh Giao, 2019). At the same time, the author also conducted a group discussion with postgraduate students (03 groups with 20 students) to check and filter multi-dimensional information related to the survey questions, helping to detect or correct the statements of each question, ensuring that the translation of the survey form is easy to understand and closest to the respondents. At the same time, this step also helps to detect, supplement, and explore additional factors that may affect the intention to start a DT business. In addition, quantitative research is conducted through a survey using a questionnaire that has been adjusted/supplemented to address the research objectives. Preliminary quantitative research with a sample size of 315 using the convenience sampling method. Data collection is carried out from May to August 2024. Preliminary quantitative research is used to determine the reliability of the scale, convergent validity and discriminant validity of the scale. After the preliminary testing step, the author establishes the official scale. The results of the preliminary survey are used to conduct preliminary tests including testing the correlation coefficient, testing the reliability of the scale by data analysis using SPSS and SmartPLS software. The formal quantitative study was conducted after the preliminary quantitative study with similar steps and procedures but with a larger sample size. The formal quantitative study was conducted on a data set of 1,243 postgraduate students, testing the research hypotheses, direct and mediating relationships using bootstrap techniques with a sample size of 5,000 replicates. At the same time, the moderating role was tested using the MGA multi-group analysis method.

1.6. Scientific and practical significance

1.6.1. Theoretical significance

The study aims to contribute to the theory related to the entrepreneurial intention of postgraduate students in the context of the impact of DT, from the approach and supplement of factors promoting entrepreneurial spirit on the DT

platform. Moreover, the results from this study are suitable when building a research model through identifying new variables to supplement the theoretical framework of DEI. Specifically:

- Expanding the TPB and TAM theoretical framework in the context of entrepreneurship through applying and adjusting the concepts of PU, PEU, PBC, ADE, DC, DEK, PEDT and FBB.

- Additional research and testing of the mediating role including ADE, PBC of TPB in the context of DEI. At the same time, testing the moderating role of FBB in the relationship between factors in the model and DEI.

- Contributing to the research on entrepreneurial behavior by providing empirical evidence on attitudinal-cognitive factors affecting intention, contextual factors including DC, PEDT, DEK, factors in the technology acceptance behavior model, especially clarifying the role of FBB in promoting DEI.

- The combination of quantitative survey methods, qualitative interviews and group discussions to verify the theory contributes to suggesting mixed analysis methods for future research projects.

1.6.2. Practical significance

The results of the study will explore certain factors that influence learners' DEI. Thereby, expanding the understanding of relevant subjects including agencies, higher education institutions and learners themselves about DT business, thereby contributing to improving and enhancing the entrepreneurial spirit in Vietnam.

In addition, the results from the study will contribute to providing more scientific basis for policy makers and building entrepreneurship training programs, with a specific road-map to raise awareness, arouse the entrepreneurial spirit for all classes of people in society; support, encourage the spirit, belief in entrepreneurship, the psychology of pursuing and following successful business models among the young generation.

On the part of the University, when they understand what makes a successful startup training program, such as emphasizing the participation and engagement of businesses and entrepreneurs, creating conditions for learners to learn about the operating mechanism and human resource organization of the business.

In addition, for the learners themselves, when they understand the meaning of the factors that motivate the entrepreneurial spirit, they will become more active in self-improvement and improve their understanding. The most important thing is that they will have the opportunity to learn the necessary knowledge and skills to be able to start a business in the current integration context.

1.7. Structure of research content:

In addition to the Introduction and Conclusion, the content of the thesis includes 05 chapters. Chapter 1. Research introduction. Chapter 2. Theoretical background and research model. Chapter 3. Research design. Chapter 4. Research results and discussion. Chapter 5. Conclusion and managerial implications.

CHAPTER 2. THEORETICAL BACGROUND AND RESEARCH MODEL

2.1. Research Concepts

2.1.1. Digital Entrepreneurship Intention

2.1.1.1. Intention

According to Ajzen's Theory of Planned Behavior (1991), intention implies an individual's willingness to act, so that it becomes a determining factor for a specific behavior: "Intention is assumed to capture the motivational factors that influence a behavior, which are signs of how much effort people are willing to exert, how much effort they intend to exert to perform that behavior". According to Fishbein & Ajzen (1975), Intention is "an individual's subjective probability of performing a certain behavior". Intention is defined as a state that captures the motivational factors influencing behavior, the subjective probability of a person performing some behavior, or represents the motivation an individual has to attempt to perform a planned behavior or a decision to make (Armitage and Conner, 2001). Intention is determined by three factors: (1) Attitude toward the behavior, (2) Subjective norms, and (3) Perceived behavioral control (Ajzen, 1991)

2.1.1.2. Entrepreneurship

Entrepreneurship is "the process of innovation through combining resources in new ways to create new products, services or business models" (Schumpeter, 1934). Shane & Venkataraman (2000) view entrepreneurship as an opportunity management process, which is "the process of discovering, evaluating and exploiting business opportunities to create new goods, services or processes". The Commission of the European Communities (CEC, 2003) defines "Entrepreneurship as a mode of thinking and process for creating and developing economic activity by combining risk-taking, creativity and/or innovation with sound management, in a new or existing organization". In short, entrepreneurship can be understood as the process of identifying and exploiting business opportunities through creating new products, services or models, and mobilizing and managing resources to form and develop businesses.

2.1.1.3. Entrepreneurial Intention

Entrepreneurial intention (EI) is defined as "an individual's belief to take one or more specific actions in the process of exploiting a new business opportunity" (Ahmad & Hoffman, 2008), an individual's awareness and belief in the purpose of creating a new business and attempting to do it in the future (Thompson, 2009), or an individual's willingness to conduct business, engage in a business activity or establish a new business (Krueger & Welpe, 2014), and seek available information that can be used to help accomplish the goal creatively (vonish et al., 2010). In short, entrepreneurial intention can be understood as an individual's desire, plan, and readiness to start a new business, reflecting the psychological commitment and behavioral orientation to become an entrepreneur in the future.

2.1.1.4. Digital Entrepreneurship Intention

As the wave of global digital transformation driven by artificial intelligence and emerging technologies has profoundly reshaped the entrepreneurial landscape (Liang et al., 2025). This raises important questions about DE that lie at the intersection of entrepreneurial intention and digital technology. Digital technologies manifest in the entrepreneurship field as three distinct but interrelated elements, including: (1) Digital Artifacts, (2) Digital Platforms, and (3) Digital Infrastructure (Nambisan, 2017). According to Le Dinh et al. (2018), DE is the process of starting a business based on technological assets such as the internet, information and communication technology. Therefore, DE is also entrepreneurship but related to digital technology, the core terms of which are Internet-based interactions, called "Internet business", "digital business" or "IT-based entrepreneurship". Zaheer et al. (2019) put forward the view that: DEI is defined as "an individual's intention to start a new business through digital technology means including the

Internet, World Wide Web, mobile technology, Web 2.0 and related technologies". Thus, DEI is the level of willingness and conscious commitment of an individual to start and develop a new business based on the application of DT to create economic and social value.

2.1.2. *Personal Attitudes towards Entrepreneurship and Perceived Behavioral Control*

Perceived Behavioral Control (PBC) is a core element in Ajzen's (1991) Theory of Planned Behavior (TPB), reflecting the extent to which individuals believe they have control over the performance of a behavior. PBC in the context of entrepreneurship is the perception of the ease or difficulty of starting and running a business (Liñán and Chen, 2009). According to Ajzen (2002), PBC consists of two main components: (1) Control Beliefs (Control Beliefs) which are the beliefs about the existence of factors that support or hinder behavior. The higher the PBC, the more individuals believe they have the ability to start a business, leading to a stronger entrepreneurial intention. Thus, PBC in DT startups reflects the level of confidence and ability of individuals in mobilizing resources, skills and technology to carry out DT startup activities. This is an important factor that determines EI, and at the same time directly affects the ability to act and succeed of DT startups.

2.1.3. Digital Capability

In the rapidly changing business landscape, digital capability (DC) has become an essential element for business growth and innovation (Elia et al., 2020; Hanelt et al., 2021). For enterprise, DC is defined as a type of dynamic capability that empowers companies to innovate and adapt quickly to environmental changes, thereby improving the overall performance of the business (Eisenhardt & Martin, 2000; Winter, 2003). For an individual, DC is described as the perceived potential of a decision maker to use information and communication technologies (ICTs) appropriately (Bellini et al., 2016, p. 50) for business purposes (Parida et al., 2015). In this study, an individual's DC is measured by their willingness to use a new type of software or technology to support their business operations.

2.1.4. *Digital entrepreneurial knowledge*

Digital entrepreneurial knowledge (DEK) reflects an individual's level of understanding and awareness of various aspects related to establishing and operating a DT-based enterprise (Farani et al., 2017). Entrepreneurial knowledge refers to the concepts, skills, and intellectual abilities of an entrepreneur (Anrson 1999). Entrepreneurial knowledge is closely related to a number of entrepreneurial activities, including identification, company formation, marketing, finance, and organization (Rezaei Zah et al., 2017). According to the Entrepreneurial Human Capital (EHC) theory, a person with a high level of education is more likely to become an entrepreneur (Cowling et al., 2018), this person will combine many types of knowledge and skills to develop good products or services, meet market tastes and needs, and observe more closely in exploring opportunities, identifying changes and using resources optimally and effectively (Walter & Block, 2016). Therefore, Entrepreneurial knowledge will have a positive influence on students' entrepreneurial intentions.

2.1.5. *Prior Experience in Digital Technology*

Prior Experience in Digital Technology (PEDT) is defined as a user's interaction with an organization that is made possible by DT (IBM, 2023), also known as previous work experience related to technology. PEDT is not only about possessing knowledge or having worked in a digital environment, but also a factor that shapes how a person envisions,

evaluates, and desires to participate in solving social problems through digital solutions (Ghatak et al., 2023). Thus, PEDT is understood as a synthesis of users' feelings, perceptions, attitudes, and behaviors during interactions with digital products, services, or platforms. Within the limits of this study, based on the idea of Ghatak et al. (2023), PEDT is measured by a person's actual experience working with DT-related organizations or on DT platforms. Specifically, the individual (1) has some experience working with DT; or (2) has worked with DT-related organizations or projects and/or (3) knows a lot about DT types.

2.1.6. *Technology Acceptance Behavior*

Technology acceptance behavior is explained based on the Technology Acceptance Model (TAM) proposed by Davis (1986). The TAM model consists of two core factors that work together to influence users' intention to accept technology, including: (1) Perceived Usefulness of Technology (PU): Defined as the extent to which a person believes that adopting a certain system can enhance their job performance (Davis, 1986), (2) Perceived Ease of Use of Technology (PEU): Defined as the extent to which a person can use and exploit the technology with ease, independent of any potential performance effects (Davis, 1986).

2.2. Foundational theories

2.2.1. *The Theory of Planned Behavior - TPB*

In 1991, Ajzen proposed the Theory of Planned Behavior and it has been widely applied in many studies on human behavioral intentions in different fields. Accordingly, this theory explains that human planned behavior is the result of their intention to perform the behavior and ability to control it, which is influenced by three factors: (1) Attitude towards the behavior, (2) Subjective norms and (3) Perceived behavioral control. Behavior cannot simply be performed at will; they require skills, opportunities, resources or cooperation to perform successfully (Sutton, 2001). Therefore, Ajzen (1991) attempted to expand the Theory of Reasoned Action (TRA) by adding a variable called Perceived behavioral control (PBC).

2.2.2. *Technology Acceptance Model - TAM*

The Technology Acceptance Model (TAM) was first developed in 1986 by Davis based on the theory of reasoned action (TRA) regarding the prediction of the acceptability of an information system, including two variables, Perceived usefulness (PU) and Perceived ease of use (PEU), which affect Attitude toward using. The purpose of this model is to predict the adoption of a tool and identify the adjustments that must be made to the system so that users can accept it. Perceived usefulness (PEU) is defined as the extent to which a person believes that using a system will improve his or her performance. Perceived ease of use (PU) refers to the extent to which a person believes that using a system will be easy. In social science research, TAM is the most widely applied model (Teo et al., 2019). Furthermore, TAM is also the most commonly studied model to investigate technology acceptance in business environments (Davis et al., 1989).

2.3. Literature review

2.3.1. Bibliometric analysis method

2.3.1.1. Summary results of research on the topic of entrepreneurship

Research on the topic of entrepreneurship was carried out very early, and there were 02 first publications in 1942. The initial search results yielded 28,400 studies including journals, book chapters, conference papers, ... and published

in many different languages. The results of the author keyword co-occurrence analysis show that research trends on the Cultural - Social - Political Context of Entrepreneurship (Group 1) focus on external factors, environment and context affecting entrepreneurship. Group 2 focuses on researching specific groups or types of entrepreneurship including female entrepreneurs, youth, in rural areas, types of businesses for essential needs. Group 3 focuses on education, training and capacity development for entrepreneurship. Next are studies related to the role of innovation and technology in startups (Group 4) such as technology entrepreneurship, digital transformation, e-commerce, information technology, artificial intelligence. Group 5 refers to factors in the startup ecosystem and related subjects in the social network associated with human capital and venture capital. Group 6 is related to small and medium enterprises, governance and business performance. Group 7 is studies focusing on a specific region or country. Finally, keywords related to research methods, analysis, evaluation and related academic approaches.

2.3.1.2. Summary results of research on the topic of digital entrepreneurship

Statistical results from the data source show that in the period 2010 - 2024, there were a total of 1,541 articles. Of which, the largest number of published journals was in the last 5 years, specifically the period 2019 - 2023, and the first three months of 2024 accounted for more than 87% (1,341 articles). Analysis of the co-occurrence of author keywords yielded 11 groups. Group 1 is research on the topic of DE related to social media issues, requiring human resources and social capital, and understanding of startups in an internationalized environment. Group 2 is research focusing on startup activities on DT platforms such as artificial intelligence, block-chain technology, smart cities and digital marketing. Group 3 is research on entrepreneurial intentions related to e-commerce, online entrepreneurship, requiring DT capacity and focusing on Arab countries. Group 4 is research related to the topic of digitalization, crowdfunding, and theoretical systematization of related studies. Group 5 is research focusing on the entrepreneurial ecosystem, including business models, higher education institutions, technological innovation and breakthrough technological innovation to ensure sustainable development and sustainable entrepreneurship. Group 6 is research on the topic of the covid-19 pandemic, with entrepreneurship orientation, DT strategy and post-pandemic recovery. Group 7 focuses on research on small and medium enterprises, transformational startups, in rural areas, emerging economic regions and mainly focused on China. Group 8 is a group of studies on the topics of DT and digital transformation, academic entrepreneurship, 3D printing and management insights along with bibliometric analysis. Group 9 focuses on studies on the digital economy and the sharing economy, including the start-up process, social entrepreneurship and DT entrepreneurship. Group 10 is a group of studies on innovation, creativity, DT qualifications, entrepreneurial passion and technology acceptance in the digital economy. Group 11 is also a group of studies focusing on financial technology, digital finance and financial inclusion in this startup ecosystem.

2.3.1.3. Summary results of research on the topic of digital entrepreneurship intention

The results of the analysis of research groups on DEI also show that the terms used include digital, technology and digital entrepreneurship and are often related to social media or e-commerce. Furthermore, it is shown that the most frequently used theory is Ajzen's TPB theory (1991) to explain entrepreneurial intentions and DEI as well (Group 7) (Al Halbusi et al., 2023), in addition, studies also use the fit theory (Ballerini et al., 2023), the Uses and Gratifications Theory (Chakraborty & Biswal, 2023) and the Technology Acceptance Model (Abaddi, 2023). Notably, many studies

were conducted in Asian countries such as Indonesia, Malaysia, India and China (Group 6). Researchers also used many different methods such as qualitative methods (Calandra et al., 2024), quantitative methods (Sobaih & Elshaer, 2022) or a combination of both (Ballerini et al., 2023), causal analysis (Laira et al., 2019) or the role of mediating effects (Singh et al., 2023), using bibliometric analysis methods (Paliwal et al., 2023). Regarding the research context (Group 9), the studies focus on the context of technological development (Yáñez-Valdés & Guerrero, 2024) and digital transformation (Lungu et al., 2024), based on DT platforms (Ballerini et al., 2023), artificial intelligence (Abaddi, 2023), media (Lungu et al., 2024) with many activities such as digital business, patient health care (Calandra et al., 2024). Referring to the factors that motivate the intention to start a DT business, some studies have pointed out factors that can explain the motivation to start a DT business such as Environmental factors (Group 3) including support from school (Alkhalaileh et al., 2023), Environmental policies (Alzamel, 2024), Ideal role models (Mir et al., 2023), DT entrepreneurship education (Gillani et al., 2022), policies and support from society (Xin & Ma, 2023)

In studying DEI, scholars have demonstrated that three factors of TPB theory called Personal Attitude, Subjective Norm and Perceived Behavioral Control have an influence on DEI (Mohammed et al., 2023) (Group 2). According to TPB, exogenous variables such as demographics that talk about the role of women in entrepreneurship (Chakraborty & Biswal, 2023), or other groups of factors (Group 5) including economic, socio-cultural factors, technological understanding, entrepreneurship education can directly or indirectly influence entrepreneurial intention through their impact on the three antecedents of intention (Agarwal et al., 2023).

In addition, studies also mention the development of a set of DE ecosystems (Group 10) including many subjects such as DT business models (Fernans et al., 2022) with innovative business strategies, DT sharing (Fernans et al., 2022), business development (Le Dinh et al., 2018), digital transformation startups (Ballerini et al., 2023) focusing on marketing trends in startups and online game startup education to create a DT startup ecosystem as a smart city (Xin & Ma, 2023).

2.3.2. Systematic review method

Based on studies related to EI, Linan & Fayolle (2015) divided them into five categories: Core Entrepreneurial Intention Model, Individual-Level Factors, Entrepreneurial Education, Context and Institutions, and Entrepreneurial Process. Scholars studying traditional EI have mentioned factors that can explain the motivation to start a business including Attitude towards Behavior, Subjective Norms, Entrepreneurial Education, Experience, Personality Traits, Capital, Feasibility (Dinh et al., 2021; Hien & Trang, 2020; Thu & Nhung, 2020; Hien & Sung, 2018). In which, education plays an important role in shaping learners towards entrepreneurship (forming desire), and converting this desire into action (establishing a new company). Other factors include cultural values and support (Begley & Tan, 2001), personality traits and attitudes including a person's ability and confidence to perform a certain task (Kristiansen & Indarti, 2004), learner entrepreneurial orientation, and a number of demographic and socio-cultural factors (Nguyen, 2018; Hutasuhut, 2018). Diepolr et al. (2025) suggested that Personal Attitude towards Entrepreneurship and PBC are predictors of EI when emphasizing on personal attitudes. Meanwhile, some authors suggested that factors influencing a person's decision to start a business are strongly influenced by family, support from relationships, and institutions (Fan et al., 2024). Additionally, other studies have shown the important role of education in EI as well as other contextual,

motivational, and demographic factors (Ismail et al., 2025; Elbaz et al., 2025).

The results of a review of studies related to DEI show that exploring the factors influencing DEI has received considerable attention from many researchers (Elnadi & Gheith, 2023). Some studies have provided evidence that personality traits play an important role in the development of DEI based on the application of the five-factor personality model (Alkhalaileh et al., 2023). According to this model, DT can be predicted by five general personality traits in the broad sense, namely extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience (Costa & McCrae, 1992). However, other scholars have argued that predicting EI using only five general personality traits is not enough because other personality traits may have a significant impact on EI (Laouiti et al., 2022). Therefore, some previous studies have advocated dividing the five general personality traits into narrowly defined individual traits to more accurately predict EI (Elnadi and Gheith, 2023), including Entrepreneurial Alertness and Curiosity, Entrepreneurial Passion (Elnadi & Gheith, 2023), Entrepreneurial Innovativeness and Creativity (Akhter et al., 2022). In addition, access to the internet, fixed-line and mobile phone networks has a positive effect on DT entrepreneurial outcomes (Zhang & Li, 2018). In addition, technology support plays a role in the relationship between entrepreneurial intention and risk taking (Banra et al., 2018). The strong association between TAM and TPB explored the mediating role of GPT model, and the mediating power of GPT usefulness and GPT ease of use of TAM was suggested, the constructs of TPB also have an influence on student'' entrepreneurial intention.

2.3.3. Overview of research situation on digital startups in the country

Domestic empirical studies mainly focus on exploring factors affecting DEI, especially in the student group. Research topics such as the impact of digital entrepreneurship education and psychological self-confidence of Duong et al. (2024). In addition, educational support to develop business ideas from universities increases students' perceived desire for DE (Ngo et al., 2025). In terms of approach, popular theoretical models such as TPB, Social Cognitive Career Theory (SCCT) to explain behavior and EI (Nguyen et al., 2024; Pham et al., 2025). Some recent studies have also begun to expand the scope of analysis, including contextual factors such as the entrepreneurial ecosystem, policies to support innovative startups, as well as the influence of global technology trends. Nguyen et al. (2024) explored the relationship between Fintech knowledge and DEI among university students, Tran and Nguyen (2023) argued that the strong development of DT and the digital transformation of the market has facilitated entrepreneurial activities, while positively influencing the entrepreneurial awareness and behavior of Vietnamese learners. The relationship between the application of digital transformation and the performance of innovative startups in Vietnam has been verified in the study of Tran & Pavelková (2024). In addition, the success of e-commerce startups in Vietnam has also been verified by Pham & Pham (2021). Although there have been many significant contributions from studies related to the topic of DEI, the domestic research situation still has certain limitations. Specifically, (1) Limitations in theoretical framework and research variables, (2) very few studies pay attention to how to promote the formation of entrepreneurial intention in the context of DT. On the other hand, scholars are all based on TPB Theory, there is little application or presentation of other important theoretical perspectives in the field of research on DT entrepreneurial intention, (3) empirical studies mainly focus on student groups, there is a lack of studies related to groups of people with practical experience such as postgraduate students.

2.4. Research Gaps

First, there has not been much empirical research related to exploring the factors that motivate DEI. The academic contributions to this topic are still largely fragmented (Fernans et al., 2022). Although previous research results have outlined some motivational factors for the formation of EI in general, there are very few factors that motivate an individual towards choosing the DT entrepreneurship path as well as related theories to form DEI.

Second, personal factors including DEK, DC and PEDT have not been fully exploited in previous studies related to DEI. Therefore, based on the TPB, this study suggests that it is necessary to consider which factors influence the intention to start a DT business that previous authors have limited research in the context of a developing country like Vietnam, through two components of TPB (Attitude towards behavior and PBC) and personal factors (including: DEK, DC and PEDT) that have not been fully exploited in previous studies.

Third, other important theories have not been mentioned in the research on DT entrepreneurship. Therefore, this study will fill the theoretical gap on factors affecting DEI based on technology acceptance behavior through the TAM of Davis (1986) combined with the TBP. That is, an individual's DEI not only comes from planned behavior, influenced by personal factors related to technology including DEK, DC and PEDT, but also influenced by the individual's acceptance of means, technology platforms or new types of technology.

Fourth, there have not been many empirical studies examining the role of family background, specifically from the perspective of debate on whether EI is due to innate characteristics or formed through training. An approach related to the factors influencing the formation of DEI is Family Background, especially in the digital era where research on entrepreneurship in general, and DT entrepreneurship in particular, has not received much attention.

In addition, the research results on entrepreneurship lack practicality because the survey subjects are mainly students in DT entrepreneurship studies. The new point of exploiting the research object of the thesis is postgraduate students, which is considered one of the important new contributions of the thesis to entrepreneurship research because according to the overview results of previous studies, the survey subjects are mostly university students.

2.5. Hypotheses and Proposed Research Model

2.5.1. Hypotheses

The research hypotheses were built, including:

Hypothesis H1: Attitude towards DE (ADE) has a positive impact on DEI.

Hypothesis H2: PBC has a positive impact on DEI.

Hypothesis H3: DC has a positive impact on DEI.

Hypothesis H3a: DC has a positive impact on ADE

Hypothesis H3b: DC has a positive impact on PBC.

Hypothesis H4: DEK has a positive impact on DEI.

Hypothesis H4a: DEK has a positive impact on ADE.

Hypothesis H4b: DEK has a positive impact on PBC

Hypothesis H5: PEDT has a positive impact on DEI

Hypothesis H5a: DC has a positive impact on ADE

13

Hypothesis H5b: DC has a positive impact on PBC

Hypothesis H6: PU has impact on DEI

Hypothesis H6a: PU has a positive impact on ADE

Hypothesis H7: PEU has impact on DEI

Hypothesis H7a: PEU has a positive impact on ADE

Hypothesis H8: ADE mediates the effect of DEK and DEI

Hypothesis H9: PBC mediates the effect of DEK and DEI

Hypothesis H10: ADE mediates the effect of DC on DEI

Hypothesis H11: PBC mediates the effect of DC on DEI

Hypothesis H12: ADE mediates the effect of PEDT on DEI

Hypothesis H13: PBC mediates the effect of DEDT on DEI

Hypothesis H14: ADE mediates the effect of PU on DEI

Hypothesis H15: ADE mediates the effect of PEU on DEI

Hypothesis H16: Family Business Background (FBB) moderates the relationship between ADE towards DEI

Hypothesis H17: FBB moderates the relationship between PBC on DEI

Hypothesis H18: FBB moderates the relationship between DC on DEI

Hypothesis H19: FBB moderates the relationship between DEK on DEI

Hypothesis H20: FBB moderates the relationship between DC on DEI

Hypothesis H21: FBB moderates the relationship between PU and DEI

Hypothesis H22: FBB moderates the relationship between PEU and DEI
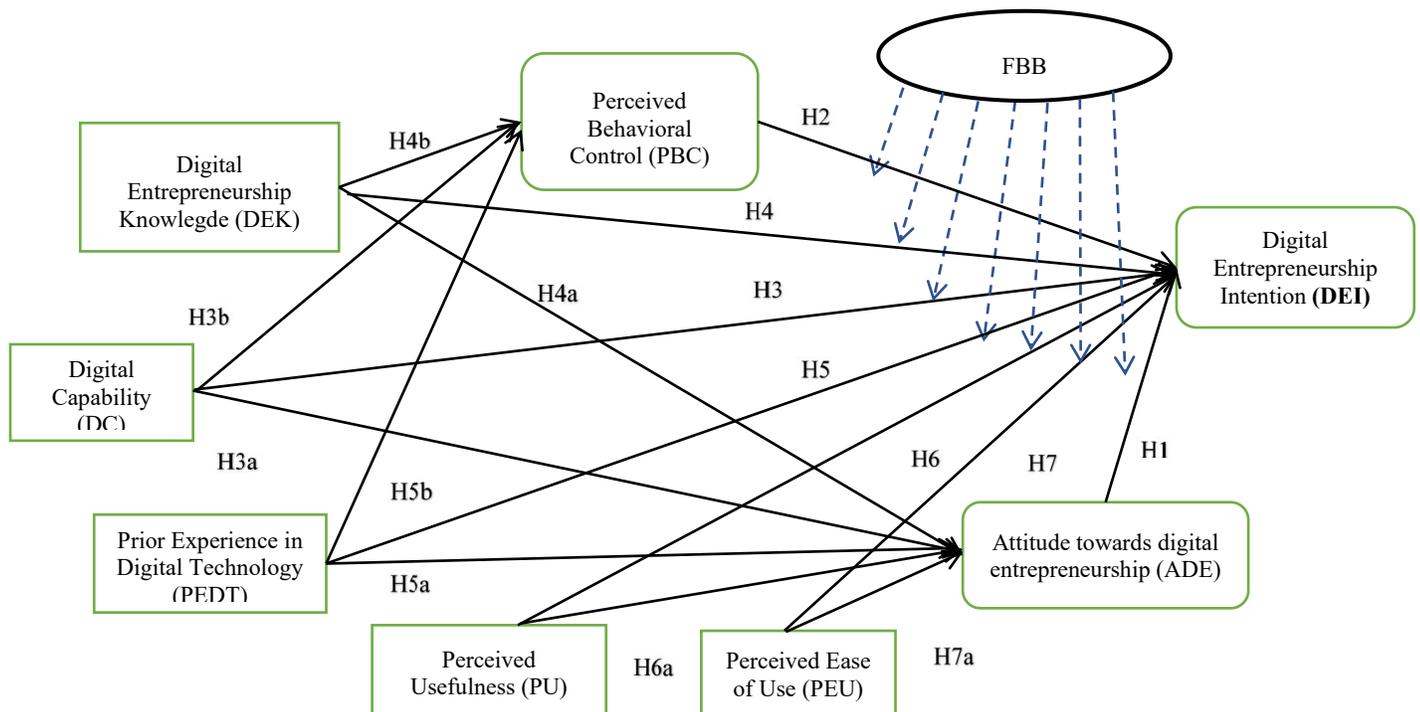
2.5.2. Reasearch Model

Figure 2.12. *Proposed Research Model*

14

CHAPTER 3. RESEACH METHODOLOGY

3.1. Reasearch Process

Theoretical overview and research summary, Scale construction, Expert interviews and group discussions to develop the scale. Thus, through the results of expert interviews and group discussions, the official scale is completed to carry out the survey design process in the next step.

3.2. Quantitative research design

Including the construction of a survey, data collection, and analysis of preliminary research data. Research data analysis is performed through two software programs: SPSS (Statistical Package for the Social Sciences) and SEM (Structural Equation Modeling), with partial least squares structural equation modeling (PLS-SEM) analysis techniques. PLS-SEM analysis consists of two parts: (1) measurement model evaluation and (2) structural model evaluation. The measurement model evaluation is to examine the reliability of the scale. The scales will be tested for reliability, convergent validity, and discriminant validity. The structural model evaluation includes four steps: (1) evaluation of multicollinearity of the structural model; (2) evaluation of the significance and relevance of the relationships in the structural model; (3) Evaluate the model's fit (R^2, Q^2 and SRMR index) and (4) Check the mediation relationship and the moderation relationship. The structural model evaluation includes 4 steps: Step 1: Check the multicollinearity problem in the structural model; Step 2: Check the significance and relevance of the relationships in the structural model; Step 3: Check the model's fit (R^2, Q^2, SRMR); Step 4: Evaluate the mediation relationship and the moderation relationship. The study uses the Multigroup Analysis (MGA) method to evaluate the influence of the moderating variable in the research model.

3.3. Preliminary quantitative research

Preliminary quantitative research was conducted after the scales were completed from the results of qualitative research, survey tables were built and data collection was conducted. Of the 400 survey samples sent out, 312 samples were collected that met the requirements for preliminary quantitative analysis. The results of preliminary quantitative analysis showed that the observed variables had Cronbach's alpha reliability coefficients greater than 0.8, meaning that all structures had good reliability. The external loading coefficients of the factors ranged from 0.758 to 0.932, all higher than the standard threshold of 0.7, demonstrating the suitability of the indicators in measuring the research concept. In addition, the composite reliability values for all indicators were greater than 0.7 (Henseler & Sarstedt, 2015), indicating reliable scales. In addition, the AVE values are all higher than 0.5 (Chin, 1998; Hock & Ringle, 2010), proving that the constructs all have good convergent validity. According to the Fornell-Larcker criterion, the square root of the AVE is greater than the correlation coefficient value in the column and row containing it, so the scales have discriminant validity. Moreover, each construct has a HTMT index lower than 0.9, ranging from 0.574 to 0.842. Therefore, it can be concluded that the scales in the research model all have good reliability and validity

CHAPTER 4. RESEARCH RESULTS AND DISCUSCION

4.1. Survey sample results

4.1.1. Statistical results of demographic characteristics

The number of survey samples distributed and sent out was 1,500, resulting in 1,388 (response rate 92.5%), of which 1,243 responses met the requirements for analysis (response rate 89.6%). Of the 1,243 respondents, 504 were male (40.5%), the rest were female. Respondents in the age group of 25-30 accounted for 39.8% (504 people), 31-35 years old accounted for 26.3% (327 people), 36-40 years old accounted for 15% (186 people). In terms of field of study, most respondents are studying Business - Management (accounting for 52.1%) with 648 people, while 383 people are studying Finance - Banking - Insurance (accounting for 30.8%), Accounting - Auditing group accounts for 6.6% with 82 people, 98 people are studying Information Technology - Computer (7.9%), the rest are Electricity - Electronics - Telecommunications (2.6%). In terms of work experience, the highest number is the number of people with 6 to 10 years of work experience with 479 people (accounting for 38.5%), followed by 391 people with 1 to 5 years of work experience, and 258 people have 11 to 15 years of work experience, the number of people working less than 1 year is relatively small at 112 people, the least is only 3 people with over 15 years of work experience. The number of people who responded that their family did not have a business background was 571 people (45.9%), so the number of people who said their family had a business background was higher at 54.1%, or 672 people.

4.1.2. Common Method Bias Assessment

Common Method Bias (CMB) assessment aims to ensure the integrity and validity of research results (Kock et al., 2021). Harman's exploratory factor analysis test shows that if the unrotated solution (including all measured items) produces a factor that accounts for more than 50% of the variance, there is common method bias (Fuller et al., 2016). The analysis results show that the single common factor only explains 43.113% of the total variance, below the 50% threshold. This proves that the research data is not affected by common method bias, thereby strengthening the reliability of subsequent analyses.

4.2. Measurement Model Assessment

4.2.1. Reliability assessment of the scale

The results show that the Cronbach's alpha coefficient of each scale is greater than 0.8, meaning that all constructs have good reliability. The Outer Loading coefficient of the factors ranges from 0.701 to 0.929, all higher than the standard threshold of 0.7, demonstrating the suitability of the indicators in measuring the research concept. In addition, the study also uses composite reliability (CR) to assess internal consistency reliability. The analysis results show that the composite reliability value for all indicators ranges from 0.839 to 0.945, all greater than 0.7 (Henseler & Sarstedt, 2015), demonstrating that the scales are reliable and have internal consistency reliability.

4.2.2. Convergent validity assessment

The average variance extracted (AVE) analysis results were used to assess the convergent validity of the scales. Accordingly, the AVE value for each construct must be greater than 0.5 (Wong 2013; Hock & Ringle, 2010; Chin, 1998). The results showed that the AVE value of each scale was greater than 0.5 (ranging from 0.648 to 0.849), demonstrating that the constructs all achieved good convergent validity.

4.2.3. Discriminant validity assessment

The results of the Fornell-Larcker criterion assessment show that the square root of the AVE is greater than the correlation coefficient value in the column and row containing it, so the scales have discriminant validity. Moreover, each construct has an HTMT index lower than 0.9. Therefore, it can be concluded that the scales in the research model are reliable and have good value.

4.3. Structural model assessment

4.3.1. Assessing multicollinearity

The study examined the problem of multicollinearity for the constructs using the variance inflation factor (VIF). According to Lowry and Gaskin (2014), there is a problem of multicollinearity between the corresponding exogenous variables and the endogenous variables. According to Hair et al. (2019), when $0.2 < VIF < 5$, there will be no problem of multicollinearity.

4.3.2. Evaluating relationships in structural models

ADE has a direct impact on DEI ($\beta = 0.133$, $p = 0.001$), while PBC has a direct impact on DEI ($\beta = 0.205$, $p = 0.000$). At the 5% significance level, hypotheses H1, H2, H3, H3a, H3b, H4a, H4b, H5b, H6, H7 are all accepted, as the p-values are all less than 0.05. Hypotheses H1 and H2 are accepted. DC has a direct and positive impact on ADE ($\beta = 0.381$, $p = 0.000$), PBC ($\beta = 0.340$, $p = 0.000$) and DEI ($\beta = 0.131$, $p = 0.009$). Thus, hypotheses H3, H3a and H3b are accepted. DEK has a direct and positive impact on ADE ($\beta = 0.118$, $p = 0.000$), PBC ($\beta = 0.275$, $p = 0.000$). Therefore, hypotheses H4a and H4b are accepted. PEDT has a positive impact on PBC ($\beta = 0.270$, $p = 0.000$).
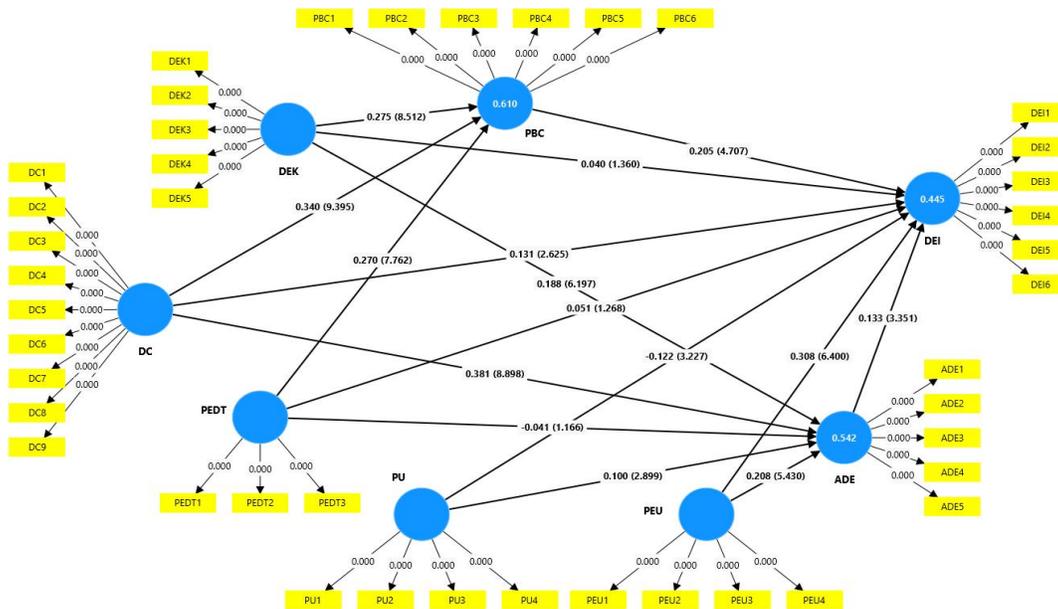
Figure 4.1. PLS-SEM analysis results of the research model

Hypothesis H5b is accepted. PU directly affects ADE ($\beta = 0.100$, $p = 0.004$) and DEI ($\beta = -0.122$, $p = 0.001$). Therefore, hypotheses H6 and H6a are accepted. PEU directly affects ADE ($\beta = 0.207$, $p = 0.000$) and DEI ($\beta = 0.308$, $p = 0.000$). Therefore, hypotheses H7 and H7a are accepted. In particular, hypotheses H4 ($p = 0.174$), H5 ($p = 0.205$) and H5a ($p = 0.244$) have p-value > 0.05. Therefore, hypotheses H4, H5 and H5a are rejected.

The impact coefficients are all positive, proving that the impact relationship in the model is positive. Except for the impact coefficient PU -> DEI which is negative (β = -0.122), proving the opposite impact of PU on DEI. Assess the impact level of the independent variable on the dependent variable by the impact coefficient (f^2). Accordingly, the impact of the independent variables on the dependent variable is weak (0.02) or strong (above 0.35) (Hair et al., 2022). The impact level on variable DEI by the factors in order from strong to weak is: PEU (0.308) > PBC (0.205) > ADE (0.133) > DC (0.131) > PU (0.122). Similarly, the impact levels of factors on variable A from strong to weak are: DC (0.318) > PEU (0.208) > DEK (0.188) > PU (0.100), the impact levels of factors on variable PBC are: DC (0.340) > DEK (0.275) > PEDT (0.270).

4.3.3. Evaluation of the suitability of the research model

4.3.3.1. Coefficient of determination R^2

In the research model, there are 03 dependent variables: (1) Digital entrepreneurial intention, (2) Attitude towards digital entrepreneurship and (3) Perceived behavioral control. The results show that the adjusted R^2 of ADE is 0.540, showing that the factors in the model (including DC, DEK, PEDT, PU and PEU) explain 54.0% of the variation in the dependent variable ADE; the adjusted R^2 of DEI is 0.442, showing that the factors in the model (including DC, DEK, PEDT, ADE, PBC, PU and PEU) explain 44.2% of the variation in the dependent variable DEI. The adjusted R^2 of PBC is 0.609, showing that the factors in the model (including DC, PEDT) explain 60.9% of the variation in the dependent variable PBC. Therefore, it is concluded that the research model is appropriate.

4.3.3.2. Evaluation of the relevance of Q^2 prediction

The results show that the Q^2 values of the dependent variables are all greater than 0. Accordingly, the factor PBC has the highest Q^2 value (0.607). Next is ADE (0.536) and finally DEI with Q^2value = 0.408. This proves the predictive relevance of the research model to the endogenous latent variables. Moreover, the Q^2 values are all greater than 0.35 (Hair et al., 2017). Therefore, the research model brings high predictive performance.

4.3.3.3. SRMR coefficient evaluation

The results show that the SRMR coefficient is lower than the threshold of 0.08 (Hair et al., 2021; Hu and Bentler, 1999), demonstrating the suitability of the research model.

Thus, through the analysis of the relevant indicators of the model's suitability, it can be concluded that the model has strong predictive ability, marking the model as both reliable and valuable for the scope of this study.

4.4. The mediating relationship assessment

The analysis results confirmed the indirect relationship between ADE and PBC on DEI.

Hypotheses H8-H15 were accepted with p-value < 0.05 at the 5% significance level. At the same time, at the 5% significance level, hypothesis H12 was rejected because the p-value = 0.283 (> 0.05). Therefore, it can be concluded that ADE mediates the relationship between DEK, DC, PU and PEU of technology with DEI. Similarly, PBC mediates the relationship between DEK, DC, PEDT with DEI. Besides, ADE does not play a mediating role in the relationship between DC and DEI.

4.5. The moderating relationship assessment

Before performing the MGA analysis, the study performed a procedure to check the measurement invariance of the composite measurement model, called MICOM analysis using a three-step process, including: (1) assessing configural invariance; (2) establishing component invariance, and (3) testing mean and variance invariance. Step 1 configural invariance in SmartPLS 4 will be obviously established (Cheah et al., 2020), because both groups use the same measurement model, the same index and estimation procedure in SmartPLS. Therefore, the condition of configural invariance is guaranteed. The results of MICOM analysis step 2 show component invariance between family background groups for the indicators. The permutation values of all concepts are mostly greater than the 0.05 significance level, except for the PBC variable. This proves that component invariance is established. In step 3a of MICOM analysis, the equivalence of the means of the measured variables between groups was assessed. The results showed that the initial differences in some variables were within the confidence intervals created by the permutation, including the DC variable (0.094) within the confidence interval of [-0.092 - 0.100], the DEK variable (-0.068) within the confidence interval of [-0.086 - 0.092], and the PEDT (0.078) within the confidence interval of [-0.086 - 0.097]. This showed that there was no statistically significant difference in the mean values of the indicators (DC, DEK, PEDT) between the family background groups, satisfying the condition of mean value invariance, while the remaining variables did not. Step 3b tested the invariance of variance between the groups. The results show that the initial variance difference values of the variables are mostly within the confidence interval obtained from the permutation test, except for the variable DEK. Thus, it can be affirmed that the variance of most of the measured variables is equivalent between family backgrounds, satisfying the variance invariance condition. The MICOM analysis results show that a part of the structures are equivalent between groups, the model achieves partial measurement invariance. This proves that the model and data still ensure the validity to conduct the multi-group structural analysis MGA (Hair et al., 2017).

The results of MGA analysis showed that there was a significant difference in the relationship between ADE towards DEI, between PEU and DEI, between two groups with different family backgrounds. Specifically, for the relationship between ADE towards DEI, the difference in path coefficient between the group with family business background and the group without this background was 0.155, with a p-value (2-tailed) of 0.015 (<0.05). Moreover, the impact coefficient of ADE to DEI of the group with family business background (β = 0.180) was higher than that of the group without this background (β = 0.025), and this difference was statistically significant. This shows that for individuals with family business background, the attitude towards DT entrepreneurial intention will be stronger than for the group without family business background. Thus, the family business background variable moderates the relationship between ADE towards DEI. Therefore, the study accepts hypothesis H16.

The relationship between PEU and DEI is very different. The group without family business background (β = 0.440) has a stronger impact than the group with family business background (β = 0.120). This suggests that the group with family business background tends to emphasize simplicity and the level of ease of applying technology in entrepreneurial decisions. Thus, the family business background variable moderates the relationship between PEU and DEI. Therefore, hypothesis H21 is accepted.

The remaining relationships do not have significant differences because the coefficient p > 0.05, so family background does not play a moderating role in these relationships. Therefore, hypotheses H17-H22 are rejected.

4.6. Discussion of research results

4.6.1. Results on direct relationships

Hypotheses H1 and H2 were accepted when the study demonstrated that ADE and PBC positively affected DEI. The study did not accept hypothesis H3 when it demonstrated that DEK did not directly affect DEI. In addition, hypotheses H3a and H3b were accepted when the results showed that DEK had a direct impact on ADE and PBC. Next, the study accepted hypothesis H4 that DC had a positive impact on DEI. At the same time, hypotheses H4a and H4b were accepted when DC also had a positive impact on ADE and PBC. On the contrary, the study rejected hypotheses H5 and H5a that PEDT did not affect DT entrepreneurial awareness and intention. In addition, the study accepted hypotheses H6 and H7 when it demonstrated that two components of technology acceptance behavior (PU and PEU) both have an impact on DEI. Furthermore, the study explored the inverse impact of PU on DEI (negative impact coefficient). This is considered one of the new discoveries of the study.

4.6.2. The mediating relationship assessment

The study accepts hypotheses H8 and H9 on the mediating role of ADE and PBC in the relationship between DEK and DEI. Hypotheses H10 and H11 are accepted on the mediating role of ADE and PBC in the relationship between DC and DEI. At the same time, the study also accepts hypothesis H13 on PBC playing a mediating role in the relationship between PEDT and DEI. On the contrary, the study rejects hypothesis H12 because ADE does not play a mediating role in the relationship between PEDT and DEI. In addition, the study also accepts hypotheses H14 and H15 on the mediating role of ADE in the relationship between PU and PEU to DEI. The mediating role of ADE therefore emphasizes the importance of emotional-attitude factors in the DE decision-making process, complementing traditional theoretical models that focus more on cognitive factors.

4.6.3. Results of the moderating role of family background

The research results show that family business background (FFB) plays a moderating role in the relationship between ADE and DEI, so the study accepts hypothesis H16. On the other hand, FBB plays a moderating role in the relationship between PEU and DEI, so the study accepts hypothesis H21. On the other hand, the study rejects hypotheses H17, H18, H19, and H20 that FBB does not play a moderating role in the relationships between PBC, DC, DEK, and PEDT on DEI. Therefore, FBB is no longer a factor that amplifies or attenuates the influence of technological competence and experience on DT entrepreneurial intention. In addition, the study also rejected hypothesis H22 on the moderating role of family business background on the relationship between Perceived usefulness of technology and DT entrepreneurial intention. Finally, FBB often strongly influences attitude and career value orientation factors, rather than technological competence or skills.

CHAPTER 5. CONCLUSION AND MANAGEMENT IMPLICATIONS

5.1. Conclusion

Research on EI has become an interesting topic, but there is very little literature on DEI. The results from this study contribute to the data source exploring DEI by emphasizing the impact of individual-level factors, including DC, DEK and PEDT. Therefore, the study applied TPB combined with TAM to explain the mechanism leading to the formation of intention to establish a business operating on the DT platform, and empirically demonstrated that DC and DEK play a positive impact on ADE and PBC. In addition, PU and PEU play an important role in shaping DEI. These are considered important determinants of EI. These results are of great importance from a behavioral intention perspective because they suggest that DT capabilities and understanding are strategically important determinants of business decision making.

The above findings have some useful implications both theoretically and practically, expanding the literature on entrepreneurship by studying DEI. The study also helps to discover the role of entrepreneurial understanding and competence in shaping DE career intention through developing an integrated intention model based on TPB and TAM. The results confirm the strong impact of attitude and PBC on learners' DEI. The results of the study have shown the influence level of different antecedents of DEI. Among the two antecedents of TPB included in the model, PBC and ADE play an important role in predicting DEI. Besides, the mediating relationship of ADE and PBC is also demonstrated for the formation of DEI through other transmission factors. Furthermore, the two components of TAM have also been shown to play a role in promoting DEI, whereby PU has an inverse effect on intention. Therefore, it is possible that making decisions about DT-related business careers of learners is important if based on the usefulness of technology can be counterproductive. In addition, business family background plays an important moderating role in the relationship between attitude towards DE, and between PEU of technology and DEI. This also demonstrates that business family background provides a solid foundation for shaping strong attitudes towards intention compared to those without this background.

5.2. Contribution of the thesis

5.2.1. Theoretical contributions

Firstly, the study applies and integrates two fundamental theoretical models, the Technology Acceptance Model and the Theory of Planned Behavior, into a unified research model to explain DEI. This integration has partly overcome the limitations of each individual model and improved the ability to explain behavior in the specific context of the digital transformation era.

Secondly, the study has empirically tested the relationship between variables in the combined model, such as perceived usefulness, perceived ease of use of technology, attitude towards entrepreneurship, perceived behavioral control, other factors including understanding of entrepreneurship, DT capacity and experience, thereby clarifying the mechanism of interaction between these factors in forming DT entrepreneurial intentions.

Thirdly, the study contributes to supplementing empirical evidence in the field of digital entrepreneurship in Vietnam - a market with rapid technological development but lacking in-depth academic research. Thereby, the thesis

contributes to narrowing the gap between international theory and local context, and at the same time creates the premise for building specific theoretical models suitable for domestic practice.

Fourth, the study examines and contributes to providing more evidence on the mediating and moderating relationship of the antecedents of the planned behavior model, which are perceived behavioral control and attitude towards entrepreneurship in the context of digital entrepreneurship, which is still lacking in previous studies. At the same time, the study also contributes to strengthening the impact results of technological factors such as Digital competence having a positive impact on DEI, which previous studies have not clarified.

Fifth, most of the previous research subjects on DE are students. This study adds to the data source on the research subjects of postgraduate students, who have practical experience and are fully aware of choosing a future career path.

5.2.2. *Practical contributions*

Firstly, the research results help to clearly identify the core factors that influence individuals' intentions to start a digital business, thereby providing a scientific basis for building training, consulting, or startup support programs, especially in higher education institutions, innovation centers, and startup support organizations.

Secondly, through analyzing the role of technological factors (according to the TAM model) and psycho-social factors (according to TPB), the research helps policymakers better understand the needs and barriers that individual entrepreneurs encounter when approaching digital startup activities.

Thirdly, the research results can also be used as a reference for businesses, intermediary organizations or investors in designing support programs, incubators, or digital startup advisors to suit the psychology and expectations of potential entrepreneurs.

5.3. Managerial Implication

5.3.1. *Implications from the results of the impact of positive attitudes towards entrepreneurship and perceived behavioral control*

The research results show that positive ADE and PBC have a significant impact on DEI. Therefore, managerial implications should focus on shaping perceptions, enhancing competencies and creating a favorable environment to promote entrepreneurial behavior in the technology sector. Entrepreneurship education can design tasks and learning activities that specifically focus on helping students become familiar with design thinking perspectives and lean startup methods (Mir et al., 2023).

The research results show that positive ADE, PBC and DC have a significant positive impact on DEI. Therefore, the first thing that educational institutions need to do is to enhance students' awareness and basic knowledge of entrepreneurship.

5.3.2. *Implications from the results of the impact of perceived usefulness and perceived ease of use of technology*

The research results also show that perceived usefulness (PU) does not have a positive impact on perceived behavioral control (PBC). This finding suggests that although individuals may appreciate the benefits of DT for entrepreneurship, it does not mean that they feel competent or have enough control to realize that intention. This implies that raising awareness of technological benefits, although necessary, is not enough to promote entrepreneurial

behavior without supporting conditions of capacity, skills and practical environment. Perceived usefulness is also an important factor in promoting EI. Therefore, managers need to focus on educating and promoting communication about the benefits that technology brings to startups. Perceptions of the usefulness and ease of use of technology play an important role in shaping the mindset and DEI. Therefore, it is necessary to focus on cultivating complementary knowledge and practical skills of various technologies in the higher education system. As digital technology is reshaping the global economy, promoting DEIs among students has become an urgent educational goal (Liang et al., 2025). Educational institutions, especially universities, need to focus on improving and developing the knowledge and skills related to technology.

5.3.3. Implications from the results of the impact of Digital entrepreneurial Knowledge

The study has demonstrated the impact of DEK on ADE and PBC, thereby indirectly affecting the intention to start a business among students. This implies that education-related initiatives should consider this issue to promote the emergence of entrepreneurial activities in the digital space. The importance of understanding gained from entrepreneurship education can promote entrepreneurial intention (Karyaningsih et al., 2020). This has great significance for both educators and policy makers. When understanding the role of understanding of entrepreneurship in shaping digital technology entrepreneurship intention through developing an integrated intention model based on TPB and TAM. TPB has fully accounted for the indirect effects of attitude and perceived behavioral control in relation to other external factors (Farani, 2017).

5.3.4. Implications from the results of the impact of Digital Capability

The research results have demonstrated that DC plays an important role in promoting the intention to start a digital business. Therefore, the state's policy includes considering incorporating entrepreneurship education content into the educational program as early as possible to nurture and form the entrepreneurial spirit for learners. Universities also need to create a supportive environment and guide students to practice real-life careers to increase this attitude and behavior. Because the higher education environment plays an important role in shaping students' entrepreneurial motivation (Ngo et al., 2025).

5.3.5. Implications from the results of the moderating role of family background

A notable finding from the study is that family business background plays an important moderating role in the relationship between ADE and DEI. Universities, especially at the graduate level, should develop personalized entrepreneurship training and counseling programs that reflect differences in family background. This helps to reduce the gap in perceptions and attitudes between those with and without family business backgrounds. In addition, family background can profoundly influence individuals' entrepreneurial intentions, especially in relation to DE. The managerial implications of the role of family include financial and psychological support, as well as individual encouragement to accept innovation and take possible risks.

5.4. Limitations and suggestions for further research

5.4.1. Limitations

Firstly, although the research model combining the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) has shown a good explanatory ability for digital technology start-up intentions, the model has

not yet fully covered contextual factors such as the influence of the startup ecosystem, the legal environment, support from intermediary organizations or access to capital. The lack of integration of these factors may limit the model's application in more complex real-life situations.

Secondly, the survey subjects in the study were mainly students in Ho Chi Minh City. Therefore, the representativeness of the sample is limited, which may affect the ability to generalize the research results to the entire population of people with potential for digital technology start-ups in Vietnam.

Third, as Krueger et al. (2000) stated: "research models focus too much on intentions and ignore the entrepreneurial process from intention to entrepreneurial behavior". This research only stops at exploring entrepreneurial behavioral intentions, not reflecting the actual actions or decisions of individuals to start a business. Meanwhile, the biggest challenge in entrepreneurship research is to study the entrepreneurial process from intention to entrepreneurial behavior (Fayolle and Linan, 2014).

5.4.2. Suggestion

First, the research model should be extended by integrating contextual factors such as innovation capacity, local digitalization level, or market technology readiness (Autio et al., 2014).

Second, it is necessary to diversify the research subjects by surveying groups that have started digital technology in practice, such as startups in the fundraising stage, startup incubators or individuals in the innovation ecosystem. Third, future studies can delve into the way and process of going from intention to actual entrepreneurial action.

Although actual entrepreneurship also needs a long or short enough process to be able to develop into a business activity from the intention to start (Shook et al. 2003). However, research on behavioral intention is still considered a meaningful research stage because in reality, there is no action decision that is not formed from the initial intention.

PUBLICATIONS RELATED TO DISSERTATION

1. Huynh Thi My Dieu, Huynh The Nguyen, Tran Nguyen Khanh Hai (2025). Research on digital entrepreneurship intention: Empirical evidence in Vietnam. Ho Chi Minh City Open University Science Journal – Economics and Business Administration, 20(7), 20-39. https://doi.org/10.46223/HCMCOUJS.econ.vi.20.7.3751.2025

2. Huynh Thi My Dieu, Huynh The Nguyen, Tran Nguyen Khanh Hai (2025). Digital entrepreneurship intention: An integrated approach using Theory of Planned Behavior and Technology Acceptance Model. Journal of Economics - Law and Banking, 27(9), 88-102. https://doi.org/10.59276/JELB.2025.08.2881

3. Huynh Thi My Dieu, Huynh The Nguyen, Tran Nguyen Khanh Hai (2022). Digital Entrepreneurial Intention in Vietnam: From A Systematic Literature Review to build a conceptual research mol. Proceedings The International Conference on Business Based on Digital Platform (BDP-2), pp: 280-303.