

# **From perceived parental entrepreneurial passion to technopreneurship intention: The moderating role of perseverance and perceived parental entrepreneurial rewards**

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## **Abstract**

In light of significant advancements in both theoretical and practical aspects of technopreneurship, supported by empirical research, there remains an unexplored area within the academic domain pertaining to the impact of perceived parents' entrepreneurial passion towards a career in technopreneurship and technopreneurship intention among Generation Z students remains unexplored in the academic domain. This study thus aims to examine how perceived parents' entrepreneurial passion, perceived desirability and perceived feasibility would stimulate attitude towards a career in technopreneurship and technopreneurship intention among Generation Z students in Zimbabwe. It is based on a nomothetic quantitative methodology, where a survey was applied to collect responses from Generation Z university students in the Harare Metropolitan Province of Zimbabwe. Through structural equation modelling, the findings are validated, confirming that perceived parents' entrepreneurial passion, perceived desirability and perceived feasibility do indeed influence attitudes towards pursuing a career in technopreneurship. The study also discovered that attitude towards a career in technopreneurship has a positive and a significant impact on technopreneurship intention. Moreover, the results support the moderation role of perseverance and perceived parental entrepreneurial rewards on the nexus between attitude towards a career in technopreneurship and technopreneurship intention. Based on the results, the study concludes that perceived parents' entrepreneurial passion, perceived desirability and perceived feasibility would stimulate attitude towards a career in technopreneurship and technopreneurship intention among Generation Z students.

**Keywords:** Technopreneurship, Technopreneurship intention, Parental entrepreneurship, Passion, Parental entrepreneurial rewards