

Research on the Transformation from Entrepreneurial Intention to Entrepreneurial Behavior - Based on Grounded Theory

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Abstract:

Entrepreneurship is conducive to promoting economic development and implementing policies of Mass Entrepreneurship and Innovation. In practice, entrepreneurs only account for a very small proportion of innovators, a lot of people have entrepreneurial intentions but do not engage in entrepreneurial behavior. Faced with the gap between intentions and behavior, how to promote the transformation from entrepreneurial intentions into entrepreneurial behavior has become a hot topic in the field of entrepreneurship research. Based on the qualitative research of the grounded theory, this article conducts interviews with 10 entrepreneurial enterprises. The interview data is coded and analyzed through open coding, axial coding, selective coding, and theoretical saturation testing. 55 initial concepts, 24 subcategories, and 6 main categories are summarized. The result shows that personal traits, social capital, and innovation and entrepreneurship ability are extracted from them. A model for the transformation of entrepreneurial intention to entrepreneurial behavior is constructed. The conclusion reveals the formation mechanism of entrepreneurial behavior, providing theoretical guidance for the transformation of entrepreneurial intention into entrepreneurial behavior practice.

Keywords:

Innovation And Entrepreneurship, Entrepreneurial Behavior, Grounded Theory

1. Introduction

In the context of “Mass Entrepreneurship and Innovation”, the entrepreneurial is gradually becoming a longer tail activity, and there are many people participating in innovation and entrepreneurship activities. However, not all entrepreneurial intentions will be translated into actual entrepreneurial behavior. Research has shown that intention only predicts 28% of behavior [1]. There is a significant gap between entrepreneurial intention and entrepreneurial behavior in the vast majority. So, why and when entrepreneurial intention transforms into entrepreneurial behavior, what

factors affect the transformation from entrepreneurial intention into entrepreneurial behavior have become hot topics in entrepreneurial practice in recent years. Therefore, it is worth conducting research on the transformation from innovation to entrepreneurship. Paying attention to the formation mechanism of entrepreneurial behavior is of great significance for a deeper understanding entrepreneurial activities and providing theoretical guidance for entrepreneurial behavior and activities. This study adopts a grounded research method to explore the mechanism of transformation from innovation to entrepreneurship.

2. Literature Review

2.1. *Entrepreneurial intention*

After completing the innovation, according to the innovation communication theory, when the product or service spreads among other users, they can identify potential profit opportunities and consider commercializing the innovative results. The commercialization is mainly influenced by the entrepreneurial intention. Entrepreneurial intention is the beginning of entrepreneurial activities, which is the subjective willingness of potential entrepreneurs to start a new entrepreneurial activity [2]. It is mainly influenced by internal conditions and external drivers. Scholars have applied planned behavior theory, entrepreneurial event theory, self-efficacy theory, and other theories to guide research on entrepreneurial intention. The current entrepreneurial intention mainly focuses on college students, overseas returnees and other groups [3,4]. In psychology, intention is the best variable for predicting behavior [5], while in the fields of ethology and entrepreneurship, planned behavior theory and entrepreneurial event models consider intention to be a necessary factor in forecasting behavior. Entrepreneurial intention is the driving factor of entrepreneurial behavior [6,7]. As a catalyst and intrinsic driving force of behavior, the intensity of entrepreneurial intention can significantly predict the establishment and development of addictive behavior. Therefore, this study will investigate the transformation from innovation to entrepreneurship.

2.2. *Entrepreneurial behavior*

Entrepreneurial behavior is a complex concept, according to the division of entrepreneurial entities, different entrepreneurial behaviors have different processes and stages. With the development of entrepreneurial practice, entrepreneurial behavior as a research variable has gradually received attention from scholars. The continuous expansion of entrepreneurial research has made the definition of entrepreneurial behavior more broad. However, the current definition of entrepreneurial behavior has not been unanimously recognized, and scholars have studied entrepreneurial behavior from different perspectives. Based on a process perspective, scholars believe that entrepreneurial behavior is a continuous evolution process consisting of a series of actions, decisions, and interactions. Zhang Yuli divides entrepreneurial behavior into two dimensions based on narrow and broad definitions, broad entrepreneurial behavior includes a series of activities such as identifying and evaluating entrepreneurial opportunities, making decisions and planning, acquiring resources, implementing entrepreneurship and sustaining innovation. When potential entrepreneurs make practical efforts for entrepreneurial intentions, it is the emergence of entrepreneurial behavior. Based on the perspective of results, scholars have studied entrepreneurial behavior in a narrow sense, believing that entrepreneurial behavior is

the result of individual entrepreneurship, that is, the establishment of new enterprises (Cai Li and Lu Xifeng, 2016).

Entrepreneurial behavior is driven by complex decision-making processes, and scholars have attempted to explore how to promote entrepreneurial behavior. The theory of planned behavior suggests that intention can effectively predict behavior, and lots of researches have shown that entrepreneurial intention can predict entrepreneurial behavior [8], which means that entrepreneurial intention is a predictive factor of entrepreneurial behavior. Scholars have also conducted in-depth research on the evolution mechanism and the path of entrepreneurial behavior, using entrepreneurial event theory and planned behavior theory as analytical frameworks to investigate the impact mechanism of entrepreneurial attitude, entrepreneurial intention, and their interaction effects on the formation of entrepreneurial behavior [9]; Timmons' entrepreneurial model divides the process of entrepreneurial behavior into two stages: the preparation stage for entrepreneurship, the establishment stage of new enterprises, and the growth stage of new enterprises [10]; The action stage theory divides entrepreneurial behavior into four stages: pre decision, pre action, action, and post action [11]; Yin Miaomiao constructed a two-stage integrated model of entrepreneurial behavior, which includes the formation of entrepreneurial intention and the transformation of entrepreneurial behavior [12]. Based on existing research on entrepreneurial intention and behavior, this study explores the mechanism of the transformation from entrepreneurial intention to entrepreneurial behavior through grounded theory research methods. It constructs a theoretical framework and model for the transformation of entrepreneurial behavior.

3. Research Design

3.1. Research methods

Through in-depth analysis of qualitative data, grounded theory can effectively explain the causal relationship of events and construct new theories. This study is based on grounded theory and adopts qualitative research methods, using Nvivo 11 text analysis software to study the formation mechanism of entrepreneurial behavior. Grounded theory is a social science research method first proposed by Glaser in 1967 [13], with the aim of addressing doubts about empirical methods in the research process and generating theories through in-depth research and conceptual construction of phenomena. The grounded research method gradually conceptualizes and compares rich empirical data to establish a theoretical model, forming close connections between various concepts and categories, constructing a theoretical framework from bottom to top, and ultimately achieving understanding of the essence of phenomena. Based on the characteristics of entrepreneurial behavior, we choose grounded theory research methods to conduct in-depth analysis of entrepreneurial cases.

3.2. Case selection

Entrepreneurial behavior is the beginning of entrepreneurship, so research on entrepreneurial behavior can focus on groups such as innovators, entrepreneurs, and entrepreneurial failures. However, innovators have not yet started their own businesses, and entrepreneurial failures have exited the market. Therefore, for the investigation of entrepreneurial behavior, only existing enterprises created by entrepreneurs can be selected.

This study selected four distinctive industrial cluster in Guilin Guangxi, including Minhua Science and Technology Innovation Park, Guilin Smart Valley, Guilin National High tech Zone Entrepreneurship Park, and Aochuang Park. According to the characteristics of entrepreneurial enterprises, 10 entrepreneurial enterprises were selected as the research subjects for interviews. As shown in Table 1, the enterprise selection criteria for this study are: Firstly, the enterprise has been established for at least one year and has a stable operating status; Secondly, the nature of a startup enterprise is entrepreneurship, where the entrepreneur is the product and embedded in the product community before starting the business. To ensure the quality of the sample and the credibility of the research results, and to avoid the use of a single data source, this study comprehensively integrates information such as online media reports, official corporate websites or social media accounts, online and offline interviews. Based on the online media reports and official account, we collect the articles and information related to entrepreneurial stories, such as personal information and entrepreneurial stories of entrepreneurs. The duration of online and offline interviews is from July 2023 to April 2024. The interview outline mainly includes the following questions: Please briefly introduce yourself and your company; Describe your entrepreneurial process from innovator to entrepreneur; What factors do you think are necessary in this process? What experiences or suggestions do you have to share with other entrepreneurs? Based on the interview outline, appropriate adjustments and customization are made according to the specific research objectives and characteristics of the interviewees. During the interview process, flexible questioning and in-depth exploration of the interviewees' answers are conducted to obtain more detailed and specific information. After text conversion, a total of approximately 150000 words of interview materials were obtained.

Table 1. Overview of Case Enterprises.

Enterprise Code	Industry	Overview
UE01	Electronic and Information	Specializes in hardware and software development, used in fields such as communication, automation, embedded systems, etc
UE02	Information Technology	Mainly providing network security solutions, including antivirus software, network firewalls, and threat detection services, etc
UE03	Sculpture Art	Provide personalized sculpturing services to meet customer customization needs; Engaged in sculpture art education and training, etc
UE04	Information Technology	Data analysis and processing, including big data analysis, data mining and data visualization; Information retrieval and knowledge management, etc
UE05	Education	Provide online education, e-learning platforms, educational applications and educational content, etc
UE06	Logistics	Supply chain management, including logistics technology, information systems management such as inventory control, order processing, procurement, and supplier relationship management, etc
UE07	Electronic Information	The electronic information industry mainly provides maintenance and support services, including technical supporting, repairing, and training, etc
UE08	Maternal and Infant	Provide maternal and child products, including food, supplies, clothing, and toys for pregnant women and infants, etc
UE09	Material	Mainly provides electronic component design, production, and assembly, etc
UE10	Financial Services	Mainly provides financial deposits and loans, financial investments, securities trading, financial information consulting, etc

4. Encoding Analysis and Theoretical Model Construction

4.1. Encoding analysis

4.1.1. Open coding

Open coding is a process of continuous refinement and reduction, which involves encoding the original interview materials, assigning conceptual labels, continuously comparing, analyzing and recombining them in new ways to obtain initial concepts and discover the categories. Crushing and reorganizing data with a relatively broad initial scope, step by step, until the encoding is in a saturated state. This process is similar to a funnel, with the aim of conceptualizing the corpus and discovering categories. Using Nvivo 10 software to analyze and organize the coding, after multiple rounds of sorting and exploration of the original data, 226 original sentences were ultimately extracted, followed by 55 concepts and 24 subcategories.

4.1.2. Axial coding

Axial coding is the process of searching for correlations between categories, analyzing interview data, discovering and establishing various connections between independent categories, and further summarizing the main categories. The common relationships between categories include causal relationships, sequential relationships, situational relationships, semantic relationships, process relationships, and structural relationships. This study classifies them based on causal relationships and structural relationships, and categorizes open coding into 11 main categories.

4.1.3. Selective coding

Selective coding refers to the process of systematically establishing connections with other categories based on the core categories extracted from the original data, verifying their relationships, and improving some conceptualized categories that have not yet fully developed. The core category of this study is to extract and demonstrate the transform mechanism of entrepreneurial intention into entrepreneurial behavior. On the one hand, it searches for all the evidence chains that promote the formation of entrepreneurial behavior, and on the other hand, it constructs a series of story lines around the process of transforming entrepreneurial intention into entrepreneurial behavior. The six core categories can be abstractly summarized as: characteristics of lead user, characteristics of innovator, network embedding, entrepreneur network embedding, innovation ability, and entrepreneurial ability. As shown in the case code details in the Table 2, subcategories, main categories, and core categories are composed of open coding, axial coding, and selective coding.

Table 2. Details of Case Coding.

Core Categories	Main Categories	Subcategories	Initial concept (the represents statements of original data)
C1 Characteristics of lead user	B1 Lead trend	A1 Identify needs	The existing products in the market cannot meet my needs, and I need a better alternative; Other users should also have the same needs (a1 identify needs) I hope to have a product that can simplify my daily work tasks and provide more efficient solutions (a2 solution concept)
		A2 Experience	I have encountered many security vulnerabilities while using this product, and I

			am concerned about the security of my personal information (a3 shortcomings) This product has many problems, the interface is not clear and difficult to operate; Based on my observation, I think there is still room for improvement in this product, especially in terms of user friendliness and functionality (a4 dissatisfaction)
	B2 High expected returns	A3 Fun	I want to develop a product to meet my work needs (a5 self satisfaction) The process of developing a product is very interesting (a6 is interesting) I want to see what kind of product can achieve these functions (a7 curious)
		A4 Obtain learning opportunities	The process of developing new products has indeed allowed me to accumulate a lot of experience in product innovation (a8 experience accumulation) In the process of product innovation, I have learned a lot of professional knowledge and skills (A9 professional knowledge)
		A5 Economic Benefits	As a user, I can feel that everyone has strong expectations for new products; At that time, I believed that innovation was a product that definitely had market and customer potential (a10 market potential) Many users have expressed that if a product that can meet their needs appears, it will cost higher prices (a11 possibility of high returns)
C2 Characteristics of innovator	B3 Self satisfaction drive	A6 Self achievement	My innovation has increased the value of the product (a12 realizes product value) Seeing my innovative ideas turn into practical products makes me feel proud (a13 self recognition) Seeing that the product solves practical problems and meets the needs of users is one of my greatest achievements as an innovator (a14 self actualization)
		A7 Social identity	My family and friends all recognize my abilities when they see my innovative products (a15 family recognition) After sharing my innovative achievements in social circles, I received a lot of positive feedback and support; After using the product, community members feel very satisfied and address their needs (a16 recognized by community members) My innovative achievements have been reported by the media and recognized by awards, which makes me feel that my efforts have not been in vain (a17 social recognition)
	B4 Innovation achievements driven	A8 Innovation demand	I personally feel inconvenient during the use of the product, so if I want to solve my own needs, I start collecting information and ideas (a18 self satisfies) In community communication, I also heard complaints from other users about the

			product, but no product has been able to solve this problem (a19 meets the needs of other users)
		A9 Innovation benefits	At that time, it was believed that this product could be patented, and there should also be suppliers seeking cooperation (a20 copyright income) It can be considered a small achievement in my professional development process, which allows me to accumulate more experience/enrich my resume (a21 learn something)
		A10 Advantage Perceived	User feedback indicates that our innovative solution is significantly superior to existing products in terms of functionality and performance (a22 product advantages) Innovative products can improve our efficiency, reduce costs, and make our product prices more competitive (a23 price advantage)
C3 Network embedding	B5 Social Network	A11 Strong ties	I am a professional, and my work experience has given me professional knowledge; Let me identify more opportunities; Having more resources (a24 personal traits) My friends and family around me have relevant innovation/entrepreneurship experience, which has given me a lot of advice and help (a25 family and friend help)
		A12 Week ties	I accidentally joined a product related community and found many other users raising questions and dissatisfaction about the product, which gave me new ideas (a26 community user experience) Meet many professional technicians and learn a lot of product related knowledge (a27 community user knowledge)
C4 Entrepreneur network embedding	B6 Entrepreneur Social Network	A13 Innovative atmosphere	People in the same circle are all technology enthusiasts, who pay attention to the latest developments in products and markets and engage in communication (a28 innovation atmosphere) Regularly organize innovation competitions, seminars, or creative workshops to encourage community members to come up with new ideas and solutions. (a29 innovation activity)
		A14 Innovation platform	The connection between community members is an important way for me to gain support and establish partnerships. value co-creation refers to the interaction between enterprises and consumers to achieve rational resource allocation, integration, and information sharing (a30 value co-creation) Community members will participate in collaboration to jointly develop new products, solve problems, or advance research in innovative fields. (a31 jointly developed)

			Finding like-minded partners, constantly adapting and improving in the process of innovation and entrepreneurship, has been a difficult journey along the way (a32 partner)
	B7 Entrepreneurial Industry Network	A15 Upstream and downstream relationships	Community members have become loyal fans of the product during the innovation/interaction process, and can provide high-quality product usage experience and information feedback (a33 customer relations) There are also some high-quality suppliers active in the community, and when innovative products are announced, some suppliers contact me (a34 supplier relationship)
		A16 Integration of industrial resources	I have participated extensively in industry, innovation and entrepreneurship exhibitions, and exchange meetings with my innovative products, and have had more opportunities to meet more investors; A user within the community has proposed crowdfunding (a35 financing channels) Innovative products can attract businesses to provide basic support through sharing innovative project results, collaborative research, or other forms of returns (a36 infrastructure acquisition)
C5 Innovation ability	B8 learning ability	A17 Adaptability	We have an organization with professional users who possess extensive product design, prototyping, and testing skills. We have always believed in the ability to transform creativity into high-quality innovative outcomes. (a37 product development ability) In addition to learning and acquiring professional skills, as a user and interacting with a large number of other users, I will better understand the pain points of the product and adjust my own ideas at any time (a38 flexibility)
		A18 Information processing capability	I am very sensitive to communication and interaction between users, and can identify their dissatisfaction and product needs (a39 information acquisition) The comments of other users in the community are all related to needs, and we will discuss some of the viewpoints. We can also find many inspirations for innovation (a40 information analysis and application)
	B9 social ability	A19 Teamwork	I enjoy communicating with community members, and different users will provide ideas from different perspectives, which helps me to think new things (a41 communication) Community collaboration enables us to bring together different professional knowledge and experiences, creating more creative solutions (a42 collaborative problem-solving)

		A20 Relationship building	I took the lead in establishing a professional user group, which is composed of users who have used the product and have professional knowledge. Everyone will discuss the performance, advantages and disadvantages of the product (a43 community building) I know a few very talented people, and after exchanging ideas, everyone sympathized and decided to form a team to work together on a career (a44 trust building)
C6 Entrepreneurial ability	B10 Business model management capability	A21 Strategic positioning	We stand in agreement with consumers and aim to create products that best fit their usage scenarios and habits, that is, products that are truly created for users (a45 product positioning) Based on user experience and feedback, we have developed products that do not exist on the market to address this unique need/have unique selling points (a46 market positioning) Innovation and improvement based on existing products, as opportunities are identified early and professional skills are utilized, I believe my product will be difficult to imitate for a long period of time (a47 competitive advantage)
		A22 Innovative organizational culture	I understand the importance of innovation, so the idea at that time was to establish an open organizational culture and encourage employees to actively propose new ideas and solutions (a48 open innovation) We will actively collaborate with external innovation ecosystems, including users, communities, partners, startups, and academic institutions, all of which can provide inspiration and resources for external innovation (a49 external collaboration)
	B11 Resource management capability	A23 Resource acquisition and utilization	I plan to become an enterprise embedded within users, so our resources (information acquisition and utilization) are all about user experience, needs, and feedback. Our advantages (a50 information resources) We will establish strategic partnerships and collaborate with suppliers, partners, and other companies to obtain the necessary resources, including raw materials, technology, and market channels (a51 market resources) Attracting investors in the process of community innovation and entrepreneurship (a52 funding support)

		A24 Partnership Management	Community members have become loyal fans of the product during the innovation/interaction process, and can provide high-quality product usage experience and information feedback (a53 customer relationship) There are also some high-quality suppliers active in the community, and when innovative products are announced, some suppliers contact me (a54 supplier relationship) We will promote information sharing and collaboration to ensure that all participants in the ecosystem have access to real-time information and insights for better decision-making and innovation (a55 Industrial Ecosystem)
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4.1.4. Theoretical saturation test

This study conducted a theoretical saturation test on 1/3 (3) of uncoded original interview data based on Fassinger et al.'s identification method for theoretical saturation [14]. After in-depth analysis and comparison, it was found that the scope of the model was sufficiently rich, and no new concepts could be explored. For the main category, new constituent factors cannot be formed either. Therefore, it suggests that the model for the formation mechanism of entrepreneurial behavior has reached saturation in theory.

4.2. Theoretical model construction

By continuously comparing, improving, and validating the relationships between different categories, six core categories were ultimately obtained: characteristics of lead user, characteristics of innovator, network embedding, entrepreneur network embedding, innovation ability, and entrepreneurial ability. Then, further classification was carried out, and the core categories were divided into three main dimensions: personal characteristics, social capital, and innovation and entrepreneurship ability. The specific coding analysis diagram and theoretical model are shown in Figure 1.

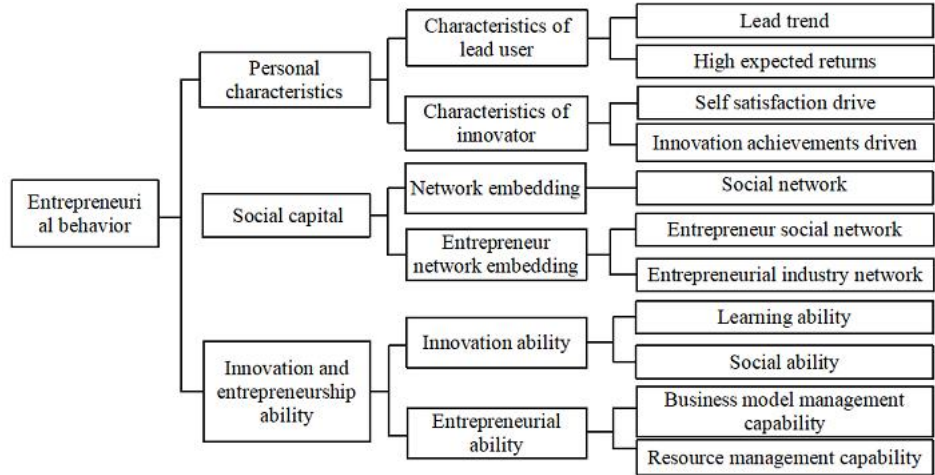


Figure 1. Coding Analysis.

5. Conclusion and Discussion

5.1. Research implication

This study is based on grounded theory to investigate the influencing factors of the transformation from entrepreneurial intention to behavior. Research has found that six factors play a decisive role, including characteristics of lead user, characteristics of innovator, network embedding, entrepreneur network embedding, innovation ability, and entrepreneurial ability. Based on the research of scholars, the results are summarized into three main dimensions: personal characteristics, social capital, and innovation and entrepreneurship ability at the individual, resource, and capability levels.

5.1.1. Personal characteristics

Personal characteristics refer to the factors of the entrepreneur themselves and the characteristics they show during the entrepreneurial process. Different traits constitute different impacts on entrepreneurial behavior. The companies interviewed in this study are those that have already implemented entrepreneurial behavior, and entrepreneurs point out that personal traits directly affect the generation of entrepreneurial behavior. The entrepreneur says, "I am the user of this product and feel that there is room for improvement and a promising market in the process of using it." There are many similar statements, as lead users, they can recognize the development trend of the product and expect for high returns. In addition, the transformation of the identity from users to lead users, and then to innovators, users have psychological expectations for self satisfaction, as well as material expectations for the value of product innovation results, under the dual drive, users innovate and improve products, which is conducive to the occurrence of the final entrepreneurial behavior. Scholars believe that personal traits in entrepreneurial ability are deeply buried and not easily changed by the outside world. The innate differences in personal traits determine the differences in entrepreneurial behavior tendencies [15]. If an individual has a lower risk tolerance, they will largely not choose to start a business. This is consistent with the research views of Obschonka and other scholars, which confirms the conclusion that the personal traits of entrepreneurs can affect the transformation of entrepreneurial intention to entrepreneurial behavior [16].

5.1.2. Social capital

Social capital is an important factor in promoting entrepreneurship and a key factor in influencing entrepreneurial behavior. Social capital refers to the relationships between entrepreneurs and other individuals, teams, or organizations. This study suggests that obtaining social capital through network embedding can solve the problem of resource scarcity in the process of innovation and entrepreneurship. Network embedding based on and entrepreneur can obtain the information, technology, market, and capital resources needed by entrepreneurs in the process of innovation and entrepreneurship. Social capital greatly affects the quantity and quality of knowledge and information that users can absorb, forming heterogeneity in entrepreneurship and reducing information asymmetry. Scholars have pointed out that entrepreneurs with higher levels of social capital are exposed to more opportunity information and higher quality [17]. At the user level, social networks influence their experience and knowledge acquisition of products and services through strong ties and weak ties, thereby determining their lead user identity and influencing the

identification and development of innovation opportunities; At the level of entrepreneurs, social capital influences the entrepreneurial intention and behavior of innovators through social and industrial networks. The conclusion drawn from this article is that social capital affects the transformation of entrepreneurial intention to entrepreneurial behavior, and innovators with more social capital are more inclined to engage in entrepreneurial practice.

5.1.3. Innovation and entrepreneurship ability

The level of innovation and entrepreneurship ability is the basis for individuals to decide whether to start a business, and it is also a key factor affecting entrepreneurial behavior tendencies [18]. The stronger an individual's entrepreneurial ability, the higher their probability of successful entrepreneurship, and the more likely they are to engage in entrepreneurial activities. Entrepreneurs state that ability is a necessary condition for embarking on the entrepreneurial path, and only after evaluating their own abilities can they proceed with entrepreneurial preparation and behavior. In actual entrepreneurial activities, entrepreneurs will face new market competition, strategic planning and profit models, they need to solve various problems that constantly arise, all of which require entrepreneurs to have excellent innovation and entrepreneurship abilities. This study summarizes that innovation ability related to learning ability and social ability, as well as entrepreneurial ability related to business model management and resource management ability. They are the basic requirements that constitute innovation and entrepreneurship ability, helping achieve entrepreneurial behavior based on limited resources and experience. Zhou jinbo conducted a study on the relationship between entrepreneurial ability and entrepreneurial behavior, and found that innovation ability and entrepreneurial ability influence entrepreneurial behavior tendencies through intuitive behavior control. This also confirms that innovation ability and entrepreneurial ability are key factors affecting entrepreneurial behavior as pointed out in this study.

5.2. Theoretical Contribution and Practical Implication

5.2.1. Theoretical contribution

This study has made certain theoretical contributions. Firstly, this study constructed a theoretical model of the factors influencing the transformation of entrepreneurial intention to entrepreneurial behavior, sorted out the formation mechanism of entrepreneurial behavior, and explored the impact of personal characteristics, social capital, and innovation and entrepreneurship ability on entrepreneurial behavior. Secondly, using grounded theory research methods to conduct multiple case studies on entrepreneurial behavior, deeply analyzing the mechanism of the transformation of entrepreneurial intention into entrepreneurial behavior, and providing new research paths for enriching and expanding entrepreneurial research.

5.2.2. Practical implication

This study has certain enlightening significance for entrepreneurs and policy makers. Firstly, this article explores the transformation mechanism from entrepreneurial intention to entrepreneurial behavior, constructs a theoretical model for the transformation from entrepreneurial intention to entrepreneurial behavior, provides theoretical support for the potential entrepreneurs, helps to better promote the occurrence of entrepreneurial behavior, and promotes the establishment and

development of entrepreneurship. Secondly, research on the mechanism of the transformation of entrepreneurial intention to entrepreneurial behavior, the government can provide more entrepreneurial support and assistance to potential entrepreneurs when their entrepreneurial intention arises. The government can also stimulate entrepreneurial behavior by encouraging industry associations and businesses to carry out relevant innovation and entrepreneurship competitions, crowdfunding activities, etc.

5.2.3.Future research prospects

This study is based on the grounded theory method and constructs a model for the transformation of entrepreneurial intention into entrepreneurial behavior, summarizing the factors that affect the transformation of entrepreneurial behavior. However, there are still some shortcomings in this study. Firstly, the interviewees of this study are mainly the entrepreneurship group within the innovation and entrepreneurship industrial park, and the distribution of the research sample is relatively single. In future research, the scope of research should be expanded to further explore the influencing factors of entrepreneurship behavior. Secondly, this study adopts a qualitative analysis research method, lacking empirical data support. In future research, a combination of qualitative and quantitative research should be used to comprehensively explore the influencing factors of entrepreneurship towards entrepreneurial behavior.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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